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## #healthy

An analysis of the social media presence of healthy restaurants in  
Barcelona

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## 1. Executive summary

Social media is shaping today's restaurant industry: Being able to provide information and insights of a restaurant for potential customers without them ever having visited the establishment is a game changer. Not only does it work as an information supply point for visitors; at the same time, it is essential for the marketing branch of the restaurant (Duggan & Smith, 2013). With regard to the restaurant sector in Barcelona, social media has become a subject in this city as well, given the fact that it helps customers in the decision making on which restaurant to visit (Liang et al., 2011). On the other hand, the trend of living a healthy lifestyle has been a trend for a while now in the society and the restaurant sector has not been spared the results of it (Myung, McCool & Feinstein, 2008): While more and more establishments that offer healthy food options are being built, it seems crucial for people to find healthy menu items which, in turn, concludes in a satisfactory experience for the customer (Opolski-Medeiros & Salay, 2013).

But what does it take for a healthy restaurant to have a lot of engagement and hence be successful on social media? In the following written work, it will be discussed what it takes for a healthy restaurant to push through a favorable social media strategy, which will be shown by the qualitative and quantitative investigation of fifteen healthy restaurants with the location of Barcelona. In the analysis, which works with data that has been acquired from May 1st until May 29<sup>th</sup>, 2019 on the social media platforms Instagram and Facebook, as well as on the review platform TripAdvisor, the behaviors and characteristics of the restaurant sample are being evaluated through chosen indicators. In the end, best practice cases will be shown, and there will be a social media content plan for a healthy restaurant as well, to incorporate the results of the findings. What the results show, is that every restaurant of the sample has a different approach to their social media presence: While as some restaurants have preferences in terms of platforms and different strategies for each social media outlet, others tend to feed the social media platforms with identical images or videos and same amount of content. With reference to the reached engagement on posts and social media profiles, Instagram appears to be the platform where as a restaurant, the most engagement can be gained through likes and comments. Nonetheless, through calculating the mean of the best practice cases of the sample the outcome is, in order to obtain a higher engagement score, the restaurant should post the same amount of content on Instagram and Facebook.

## 2. Introduction

Until today, the Internet has risen to be a platform which gives a user many different options to participate in, whether it is reviewing restaurants on TripAdvisor or helping write an article on Wikipedia (Mellet et al., 2014). This seems important, since having such an influence on the content that is being distributed online can have a big impact on the restaurant industry. For example, there are 60% of customers, that would not visit a restaurant, if there would be negative feedback about it within their social network (Pick, 2014). And since social media is such a crucial part in the buying behavior of restaurant customers, to the point where it is more essential than traditional marketing, it should be considered that the representation of a restaurant online should be made attractive for the public (Brown, 2016).

Especially in the past years, there has been a growing tendency that there is more social media marketing through rich photographing instead of marketing based on pure text (Dunphy, 2014). It does not surprise therefore how social media, which work with photos and videos, have changed how consumers evaluate products and look for information about products they might buy later (Salleh, Hashim & Murphy, 2015). With the use of different media platforms, a restaurant is able to motivate consumers to visit a restaurant through photos and create a mental impression of the potential visit (Wang, 2011). Simply said, the current context of social media like Facebook and Instagram outdo the traditional marketing when it comes to drive the behavior of restaurant clients (Brown, 2016). Moreover, 44% of clients who visit a restaurant for the first time, are impacted by positive comments that were found on the social media platforms of the restaurant (Daniel, 2011). To summarize, social media are a significant information source for restaurant customers nowadays (Duggan & Smith, 2013).

To keep up with the competition, the restaurants promote their menus and photos of food on social networks to attract customers and followers. This step of publishing content on social networks is very important, as social networks are an essential force in terms of making consumer decisions such as forming attitudes and attracting the attention of future customers (Mangold and Faulds, 2009). Also, there has been a compelling increment of companies that use social media networks to communicate with customers and at the same time, to advertise their goods (Leskovec et al., 2007). This is fundamental, if you consider the fact that restaurant customers nowadays also use social media platforms to offer their peers recommendations about future purchase choices (Brown, 2016). In turn, social media are nowadays being used by consumers to help pick restaurants (Liang et al., 2011).

The question that has to be asked now, is how to maintain a successful and engaging account on platforms like Instagram or Facebook, representing a restaurant online?

In order to give an answer to this question, the following work will investigate accounts in social networks of popular healthy restaurants, located in Barcelona. With the help of the analysis, this work intends to create a content plan as a proposal for a fictional healthy restaurant. At the same time, the thesis will be focusing on good practices of the restaurant sample which reached high engagement and in addition, it will also make a content proposal in order to show how to represent a healthy restaurant as good as possible on social media.

### 3. Restaurants on Social Media: An opportunity to grow the customer base?

If you own a restaurant, it is vital to maintain a website: thanks to it, a restaurant can gain visibility on the internet when potential clients are looking for information online (Beese, 2011). A website is usually only a one-sided communication string, which doesn't allow feedback: this is a reason, why doing marketing on social media is so crucial to ensure a higher interactivity between the restaurant and the customer (Beese, 2011). Furthermore, the restaurant experience for a client depends on the reputation on their social media profiles (Verma, Stock & McCarthy, 2012): the reason is because the potential client might not be acquainted with the venue and is looking for information online, which leads to forming his opinion about the restaurant over the presentation on social media (Williams, 2015). And even though restaurants cannot influence what the consumers are telling on social networks about them, the restaurants have the chance to shape what the consumers perceive about them (Culnan, McHugh & Zubillaga, 2010).

Consequently, it seems important to incorporate a social media presence into a brand strategy, since the business competition could not only be next door but at the same time, it could also be located on the other side of the world, having the same competition power (Tsimonis & Dimitriadis, 2014). A visual communication which is established through social media is the most efficient way to spark interest for a restaurant in an audience, since it is easier to receive attention rather than through text-based content: Social media strategies for a restaurant allow to incorporate a much more personal interaction and at the same time, elevate the word-of-mouth marketing (Cady, 2016). When the customer is happy with their visit at a restaurant, the word-of-mouth feedback and also other visit(s) can be seen as customer loyalty, which, in return lead to boosting the restaurants revenues (Lei & Law, 2015). Just as a restaurant focuses in fostering exchanges for example on Instagram, this boosts the restaurant visits and at the same time, increases the impressions online thanks to the shared nature of the content (Brandau, 2013). Especially when the social media accounts of restaurants repost content that was created by real costumers, it is much more authentic than a paid post (Richards & Tiwari, 2014). Being approachable in the sense of sharing content made by customers strengthens the encouragement of them communicating their affinity for the restaurant's brand (Cohen, 2013). Also, social media seems to be a component of dining out nowadays, since a lot of restaurant customers count on it as channel to share their encounters with their social circles online (Beese, 2011). Another way of promoting a restaurant is to create a contest or a challenge on a post which motivates the users of the social media platform to participate: This seems to be a win-win situation, since the user has the chance to win a prize and the restaurant gains more engagement through the tagging, liking and sharing of the users who are participating (Landsverk, 2014).

#### 3.1 Social media and TripAdvisor

Until now, the written work has talked about restaurants in relationship to social media in general. But to have a better understanding of the platforms that are being mentioned later, this chapter discusses the characteristics of each outlet.

Beginning with the social media platforms, Instagram, the social media platform, which is mostly used by females, counted one billion users in June 2018 and a total of 500 million daily users (Omnicores Agency, 2019a).

By uploading and sharing photos and videos as well as applying filters on the media content, it has gained a rapid increase in the number of users since its launch in October of 2010 (Hu, Manikonda & Kambhampati, 2014). Over 90% of all the Instagram users are younger than 35 years old (Jang et al., 2015).

Facebook on the other hand has been existing since 2004 and is considered as the pre-eminent social media network where pictures, videos and status updates are being shared (Anderson et al., 2012). It is most actively used by female, younger individuals that are not maintaining a committed relationship (McAndrew & Jeong, 2012). Facebook has 2.23 billion users, and 1.57 billion mobile daily active users, which is a lot more than on Instagram (Omnicores Agency, 2019b).

Twitter is the third social media platform that will be mentioned in this written work, counting 500 million tweets send every day, distributed over 326 million active users 2018, where people upload status updates in combination with images or short videos (Omnicores Agency, 2019c). Existing since 2006, the microblogging platform is used by more men than females and the age of the users ranges for the most part between 18 and 29 (Duggan & Brenner, 2013).

In Spain, the most used social media platform of 2018 by people aged 18 and older is Facebook, with 27.02%, followed by Twitter with 15.44% and Instagram with 12.41% of usage (Statista, 2018).

To have a better overview of the data, the numbers have been summarized into the following table:

Platform	Launch Year	User Count	Typical User	Usage in Spain 2018
Instagram	2010	1 Billion (2018)	female, younger than 35 years old	12.41%
Facebook	2004	2.23 Billion (2018)	female, younger individuals	27.02%
Twitter	2006	326 Million (2018)	men, mostly between 18 and 29 years	15.44%

*Figure 1: User data of Instagram, Facebook and Twitter, own illustration*

Not only social media platforms like Instagram, Facebook and Twitter seem to have a big influence on a person's opinion over a restaurant, moreover, websites such as TripAdvisor give potential customers a detailed hindsight about what the restaurant experience is like (Lei & Law, 2015). The restaurant rating on the website is divided into four categories (atmosphere, food, service and value of the product), which can be rated on a five-point scale (terrible, poor, average, very good, excellent (Lei & Law, 2015).

TripAdvisor.com does not only give information about restaurants, hotels and attractions, moreover it is one of the biggest tourism communities online with more than 200 million genuine ratings and reviews, written by tourists and locals all over the world (Zhang et al. 2017). The platform does not have any restrictions to who can write a review, so there are not only tourists who give their opinion on restaurants, also local individuals are writing reviews and show what they liked or disliked in the restaurant experience (Zhang et al., 2017). Even though it does not really count as a social media platform since it rather is a consumer rating



system, the available content on the website will be used to understand the reputation of the different restaurants that are being analyzed in the thesis. What is special about the consumer-generated content that can be found on TripAdvisor, is that the content that is published on platforms like there is being much more trusted than content that was for example produced by mass media or a travel agency, also because the restaurants only set up their profile and do not have an influence on what the reviews contain (Dickinger, 2011; Fotis, Buhalis & Rossides, 2012). But not only for a traveler or indecisive local, the reviews are meaningful: as a restaurant, the given reviews show what their assets are and on which things they have to work on, discerning their position on the market (Lei & Law, 2015).

#### 4. Healthy restaurants - discussed

Aside from reviews, consumers also build their choice of restaurants on their personal likings and nutritional knowledge (Choi & Zhao, 2010). It is well known, that in order to reduce the chance of getting (nutrition-related) diseases, individuals have to keep a healthy lifestyle (Moreno et al., 2008). One of the main signals to live a healthy lifestyle are fruit and vegetable consumption, along with physical activity (Svensson & Hallberg, 2011). This shift of keeping a healthy lifestyle has been present since recently also influences the physical well-being of human beings (Myung, McCool & Feinstein, 2008). But how do consumers decide for a healthy restaurant and what is considered healthy to them? Since nowadays the restaurant and food options for eating out are so vast, consumers have difficulties in deciding for a good choice (Myung, McCool & Feinstein, 2008). What is clear, is that individuals have many desires and needs when they figure out where and what to eat (Tikkanen, 2007). In the past years, there have been loads of changes in the food and beverage sector taking account of the change in the interests of individuals, incorporating products that own health-conscious components such as reduced calories, no added sugar or lower sodium (Grocery Manufacturers Association, 2007). As reaction to that, restaurants have been taking measures, adding healthier options on their menu to attract health-conscious customers (Cox, 2005; Gillespie, 2005). This is interesting, since for individuals not only the experience and ambiance are a valuable motivation to choose a restaurant, but also the healthy food a restaurant offers (Barta, 2008). On the other hand, it is believed that eating in restaurants regularly causes poor nutrition choices (Kant & Graubard, 2004). The current health movement has been passed onto the behavior of eating healthy outside the house, resulting in being a significant consideration when selecting a restaurant (Choi & Zhao, 2010). The choice of healthy items in a restaurant are significantly connected with the satisfaction of a consumer, besides their intention to buy healthy foods (Opolski-Medeiros & Salay, 2013). Additionally, research shows that a lot of restaurants want to be known as a place where you can find healthy food options (Benson, 1995; Macaskill et al., 2003). Nonetheless, it is important to mention, that an individual's awareness of their own healthy behavior is biased, in the sense that a healthy action can be identified as unhealthy by others (Burns, 1992). Therefore, the health attitude can be individualized through factors such as their knowledge about health, income, or health status (Choi & Zhao, 2010). As a conclusion



it can be said, that healthy restaurants definitely have established themselves as a necessity to lead a healthy lifestyle nowadays.

In the following chapter, it is made clear how healthy restaurants are being investigated over their social media behavior in the forthcoming analysis.

## 5. Methodology

The method of the written work is based on an analysis of fifteen restaurants, that claim themselves as healthy / serve healthy food within the location of Barcelona.

It seemed adequate to choose the sample on Instagram, since it appears that restaurants frequent this social media platform the most, especially in the sample that is being analyzed in this written work.

To being able to pick from the amount of different healthy restaurants located in Barcelona, the sample was chosen by the “recommended” section on Instagram, where similar accounts are being presented to a user under a profile that is being viewed. This was retrieved under the highly frequented Instagram profile of the Barcelona-based restaurant “Flax & Kale”, which has more than 108’000 followers (Status: April 2019). The fourteen first restaurants that were recommended by Instagram and had over 10’000 followers, were picked for the data analysis. The mark has been set at 10’000 followers on each account, because it seemed adequate that having a follower base with more than 10’000 users, it gives the impression that the restaurant is a bit known in the surroundings of Barcelona and it was assumed that customers might consider it as a choice if they follow their account on Instagram.

Since the selection of healthy restaurants seemed so vast in Barcelona, it was the easiest option to trim the quantity with the two indicators of being recommended by the Instagram algorithm and the follower count. The sample number of fifteen restaurants in total has been determined for the inquiry, considering the time period where the analysis was executed seemed too short to investigate the social media presence of a higher quantity of restaurants. It appeared to be an adequate number of restaurants that grants a good overview of the sector, without being too little of information to create a comparison between the social media behavior styles they have. The analysis will proceed as follows: First, there will be a general analysis of the individual restaurants, where they are being described as they represent themselves on their proper websites. Then, a first impression of their Instagram and Facebook accounts is being discussed, focusing on the general atmosphere their profiles are giving, such as the biography description or color and subject schemes of the content.

What follows, is a qualitative analysis of the uploaded content of each restaurant, where qualitative indicators are being evaluated of a typical social media post. The qualitative indicators have been determined in regard to what features a typical social media post can display.

Therefore, the seven qualitative indicators are:

- Subject of the Image
- Use of Location-Tag
- Caption Theme

- Use of Emojis
- Use of Hashtags
- Mentions
- Interactions of the restaurant with Comments

This qualitative analysis fusions the evaluations of both platforms Instagram and Facebook, since, with some exceptions, most restaurants use the same content on both platforms.

Afterwards, there will be a quantitative analysis which has been conducted with the online tool called Socialinsider, that has helped to collect the quantitative data in the time period of May 1<sup>st</sup> 2019 until May 29<sup>th</sup> 2019. Socialinsider is a device that allows you to examine social media analytics such as the engagement of a profile, along with the maximum of comments, reactions, and new followers in a freely selected timespan (Socialinsider, 2019).

The quantitative indicators for Instagram are:

- Total / New Followers in time period
- Total / New Following in time period
- Total Publications in time period
- Maximum of Publications per Day in time period
- Total Likes in time period
- Maximum of Likes in time period
- Maximum of Likes per day in time period
- Total of Comments in time period
- Maximum of Comments per day in time period
- 3 Most Popular Hashtags in time period
- Average Hashtags per post in time period
- Total Engagement in time period (sum of likes and comments received in time period)
- Average Engagement Rate per post in time period (The average engagement per 100 followers and post)
- Average Engagement Rate of page in time period (The average engagement per 100 followers on Instagram profile, not calibrated by the number of posts)

It is worth to mention, that the average engagement rate per post and profile are calculated per 100 followers. This means that the comparison between the different restaurants is being made possible through this way of evaluation, since the extent of the follower base is not a counting factor in the calculation of the rate.

For Facebook, the quantitative indicators are almost the same:

- Total / New Followers in time period
- Total Publications in time period
- Maximum of Publications per Day in time period
- Total Reactions in time period
- Maximum of Reactions per day in time period

- Total of Comments in time period
- Maximum of Comments per day in time period
- Shared
- Total Engagement in time period (sum of likes and comments received in time period)
- Average Engagement Rate per post in time period (The average engagement per 100 followers and post)
- Average Engagement Rate of page in time period (The average engagement per 100 followers on Facebook profile, not calibrated by the number of posts)

The quantitative indicators for TripAdvisor are:

- Total of reviews
- Rating (1-5)
- “Excellent” reviews accumulated in time period
- “Very Good” reviews accumulated in time period
- “Average” reviews accumulated in time period
- “Poor” reviews accumulated in time period
- “Terrible” reviews accumulated in time period

As a final step, a social media content plan will be set up afterwards to contextualize the results found in the analysis of chapter 6.1. The social media plan will be set up for a fictitious month, in order to serve as a proposal, where a healthy restaurant can orientate itself on to figure out when and how many times posting on the two social media platforms Instagram and Facebook is adequate to maintain a popular and engaging social media image.

## 6. Analysis of the healthy restaurant sector

In order to be able to investigate the social media presence of the fifteen chosen restaurants correctly, the analysis consists of four parts.

Firstly, the inquiry will be focusing on the analysis of the restaurant in the sample. The initial part will consist of a description of each restaurant, which will be based on the information they provide on their website, as well as a small presentation of their Instagram and Facebook profiles. Hereby it will be debated, what kind of qualities the profiles own, and which characteristics are being shown through the individual profiles. Then, the chapter will be focusing on a qualitative analysis of the restaurant sector, where the measurements of the defined indicators on the different social media platforms will be discussed.

After that, a quantitative analysis of the restaurant sector will follow, where, based on social media posts in particular, it will be investigated, in what kind of sense the profiles are popular, and what needs to be done, from a viewpoint of a restaurant, to own successful content on social media platforms. In addition, to see a comparison to TripAdvisor, it will be mentioned what kind of average rating the restaurant has on the platform, how many reviews have been made during the analysis and how the restaurant reacts to the reviews. This chapter only

mentions the main numbers of the analysis. For a more detailed report of each restaurant, the individual tables can be consulted starting on page XI of the appendix.

To get an overview on which platforms the restaurants taken into the sample are represented online, the following table chart is giving a insight of their existing or non-existent profiles:

Presence of restaurant sample on Social Media

Restaurant Name	Social Media Platform			
	Instagram	Facebook	Twitter	TripAdvisor
Flax & Kale	existing	existing	existing but discontinued	existing
Honest Greens	existing	existing	non-existent	existing
Brunch & Cake	existing	existing but discontinued	non-existent	existing
Teresa Carles	existing	existing	existing but discontinued	existing
Surf House Barcelona	existing	existing	existing	existing
Trópico	existing	existing	existing but discontinued	existing
The Federal Café	existing	existing	existing	existing
The Green Spot	existing	existing	non-existent	existing
Green & Berry	existing	existing	non-existent	existing
The Hip Fish	existing	existing	non-existent	existing
Väcka	existing	existing	existing but discontinued	existing
Fit Kitchen	existing	existing	non-existent	existing
Almalibre Acai Bar	existing	existing	existing but discontinued	existing
Vegan Bowls Barcelona	existing	existing	non-existent	existing
The Juice House	existing	existing	existing but discontinued	existing

*Figure 2: Table showing Instagram, Facebook, Twitter and TripAdvisor presence of the restaurant sample, own illustration*

The restaurants appear to frequent Facebook almost as much as Instagram to represent their facilities online. Twitter on the other hand, does not give the impression to be an adequate platform for restaurants anymore, given that seven out of the fifteen restaurants in the sample do not maintain a Twitter profile, as well as the seven other restaurants who still own a profile but stopped their activity on the platform. Finally, on TripAdvisor all restaurants seem to have a profile at display again.

## 6.1 Flax & Kale

Flax & Kale, the restaurant in the analysis with the biggest follower base, has three locations in Barcelona and is, as self-proclaimed, the first restaurant in Barcelona that serves flexitarian food. In their own terms, the items they offer on their menus are 80% vegan and 20% pescatarian (Flax & Kale, 2019).

### 6.1.1 Flax & Kale: Qualitative analysis

Taking a look on the publications of Flax & Kale on their social media profiles, the content shows for the most part the different dishes they offer in their restaurant. Every once in a while, the posts also depict different angles from their restaurant, showing the seating possibilities and tables.

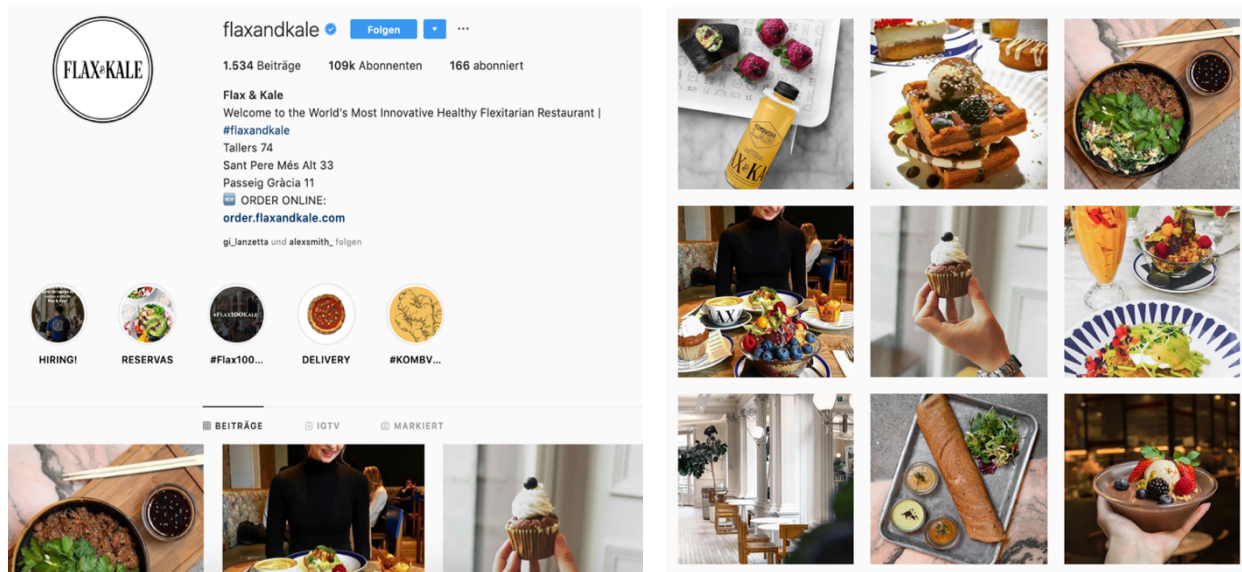


Figure 3: Instagram Profile Flax & Kale <https://www.instagram.com/flaxandkale/>

On Instagram, it seems like they put a good amount of work into the set-up of their image online: starting with the biography, they state that they are the “World’s Most Innovative Healthy Flexitarian Restaurant”. They have added their own hashtag #flaxandkale to their biography, and also included the addresses of their three locations in Barcelona. Further, there is a call-to-action link, which offers home delivery from the restaurant. The Flax & Kale Instagram account has five story highlights in the categories “Hiring”, “Reservas”, “#Flax100Kale”, “Delivery” and “Kombvcha”. They own an IGTV account, where they uploaded presentations about food called “Flax & Kale Talks”, as the example from the upload of 6<sup>th</sup> of November 2018 below shows. It is important to mention here that IGTV is a platform inside the Instagram application, where videos in vertical form and full screen can be played which last longer than the maximum of one-minute videos played on Instagram itself (Instagram Press, 2018).



*Figure 4: Screenshot IGTV Video Flax & Kale <https://www.instagram.com/tv/Bp1kUQAIDRe/>*

In terms of the location tag on their uploaded content, they consistently use the tag “Flax & Kale”, even though some of their pictures have been taken in a different Flax & Kale location. The captions under the images mainly explain the different ingredients the food items on the images contain, but also try to engage with their followers, asking them questions in theme with the subject of the images. Flax & Kale uses many emojis, especially when it comes to describing their plates, applying food emojis such as the hamburger or a coffee mug. They seem to always try to incorporate their proper hashtag (#flaxandkale, also #flaxandkalepassage and #flaxandkaletallers which are the two main locations of their chain), but interestingly do not use many other hashtags under their content. It appears that they repost many of the images their customers take, mentioning the profile of the owner under the picture, as well as recently started, tagging it with #regram, indicating that it is a repost from a customer. Regarding the comments under their publications, Flax & Kale depending on the post, does not engage with their followers at all, meaning that they do not reply often to comments, but at times do like the comments the public have made.

On their Facebook profile, the first thing that shines through, is the fact that they distribute the exact same content as on their Instagram profile. From time to time there is some content which differs from the media that is published on Instagram. For example, on May 12<sup>th</sup>, 2019 Flax & Kale refers to a YouTube video, where one of the Flax & Kale talks has been uploaded, which cannot be found on their Instagram account.



*Figure 5: Screenshot Flax & Kale Facebook post of 12th of May 2019 <https://www.facebook.com/flaxandkale/>*

Generally speaking, their Facebook page does not alter much from their Instagram page, which means that it can be assumed they follow a similar strategy on both social media platforms.

### 6.1.2 Flax & Kale: Quantitative analysis

In total, Flax & Kale has gained 1939 new followers on Instagram in the period of analysis, without following any new profiles themselves. The restaurant makes sure to post on Instagram at least one time a day, resulting in 6.75 times per week, as well as using averagely 2.8 hashtags per post. The hashtags they use are a bit alternating but mainly are their own such as #flaxandkale, #flaxandkalepassage and #flaxandkaletallers as well as the #regram. Furthermore, they got 7678.25 likes and 111.75 comments per week. The average engagement on an Instagram post per 100 followers is at 1.05, while the average engagement per 100 followers on the entire profile is 7.05.

On Facebook, Flax & Kale has lost 18 followers, while posting 1-2 times a day, making it on the average 7.25 times of uploading content in a week. In addition, their posts received 324.5 reactions and 6.25 comments within a week. Already here it seems clear, that while Flax & Kale slightly uploads slightly more content on Facebook than on Instagram, they still receive much more likes and comments on Instagram. Furthermore, on Facebook the average engagement on a post per 100 followers is only at 0.04, while as the average engagement on the page is 0.28. This confirms once more that the followers seem to be far more committed to interact with the content on Instagram than on Facebook.

Flax & Kale Tallers, the restaurant with the most reviews on TripAdvisor of the chain is being rated with a 4.5 out of 5 points and has received the most reviews with the rating of “Excellent” in the month of May. Even though the restaurant gets a lot of good reviews, it tries to respond not only to good critics, but also to reviews in the categories “poor” and “terrible”, such as seen on the review made on April 23<sup>rd</sup>, 2019, and excuses itself for not having given an optimal experience for the visitors.

## 6.2 Honest Greens

Honest Greens is a chain restaurant, that started out in Madrid, and recently opened their first location in Barcelona. Their slogan is “real food, real people”, in which they proclaim that the products they use stem from an organic environment and the items on their menu are ethically sourced as well (Honest Greens, 2019).

### 6.2.1 Honest Greens: Qualitative analysis

Their Instagram (@honestgreens) appearance seems to be held simple with their slogan on the header and the addresses of their different locations following. What strikes the eye, is that their story highlights have a uniform look in black and white, even though the categories seem very different. They range from “Food”, “Breakfast”, to “Space”, “Chefs”, “Delivery” and a highlight called “Real People”.



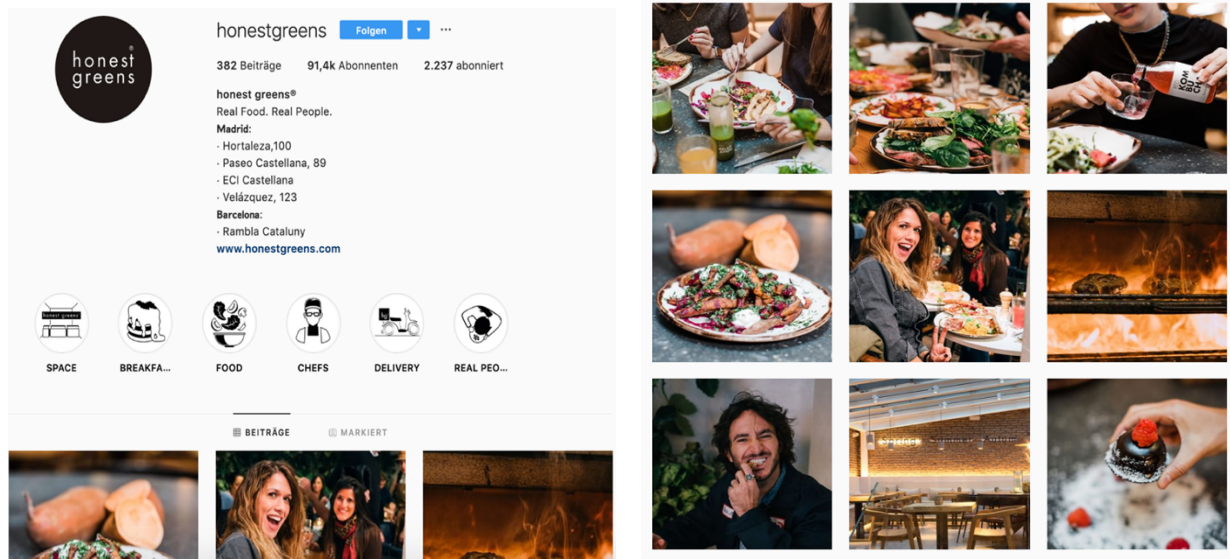


Figure 6: Instagram profile Honest Greens <https://www.instagram.com/honestgreens/>

The story highlights are vivid and show how some of their food items are made step by step (like below illustrated), explaining the ingredients, but also present for example the locations and the chefs that work for honest greens.



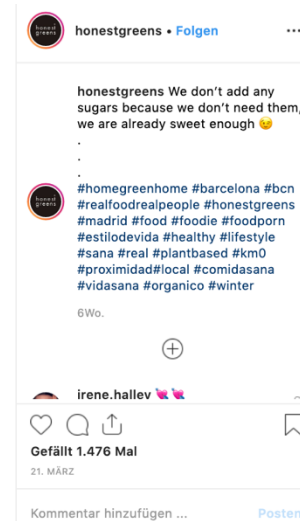
Figure 7: Screenshot Instagram Story Highlights "Breakfast" Honest Greens <https://www.instagram.com/stories/highlights/17888795191304809/>

Seeing their feed, it gives a very coordinated appearance, where the colors match each other, especially highlighting the colorful pops of fresh fruit and vegetables. At the same time, the profile presents people, as much workers from their restaurants, as well as customers, posing with the food in the picture, which seems very authentic. Honest Greens tries to incorporate their slogan onto Instagram not only with pictures that show “real people”, but also posting quotes such as “No additives. No sugars. No lies.” on March 21<sup>st</sup>, 2019.



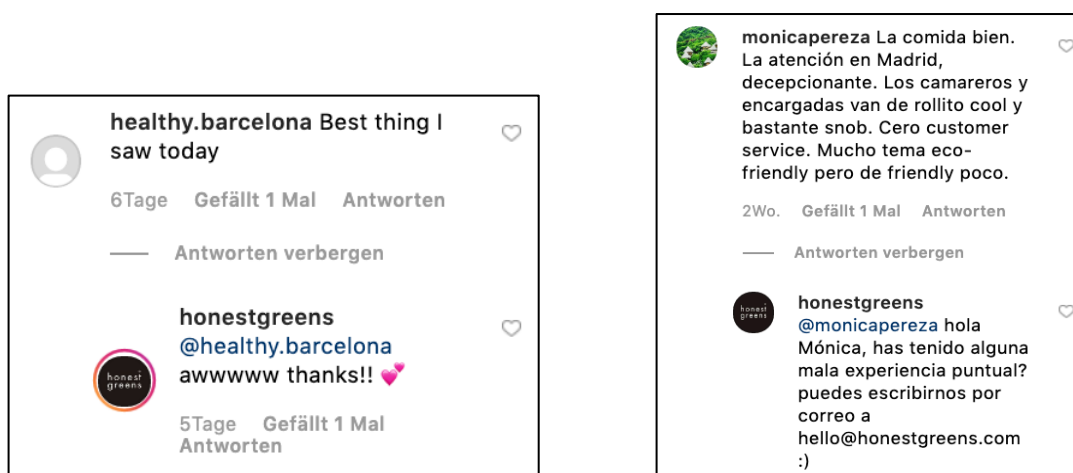
**No additives.  
No sugars.  
No lies.**

honest greens\*



*Figure 8: Screenshot Instagram post Honest Greens 21st of March 2019*  
<https://www.instagram.com/p/BvRLBQhgS92/>

While as the subject of the published content of Honest Greens on social media mainly is focused on the food, there are a lot of images that display customers, employees and farmers and couple quotes decorating their feed. Even though their location tag says “honest greens” on every post, by clicking on it, it displays the different locations of Honest Greens around Spain, depending from where it is posted. On their caption, which is usually worded in English or Spanish, they usually add a question to their followers at the end, to give them the opportunity to engage. Honest Greens uses at least one emoji in every caption. Their hashtags are directed towards health and food, as well as their locations #Madrid and #Barcelona, and their tagline #realfoodrealpeople. It appears that Honest Greens does not post content created by their customers, the images are their own creation. At the same time, the only profile they mention under their images usually is their own account @honestgreens. Visiting the comments section on Instagram, Honest Greens replies to almost all comments of their followers when there is a concern or a compliment, or at least like it if they do not reply.



*Figure 9: Screenshots of comment sections Instagram Honest Greens* <https://www.instagram.com/honestgreens/>

Honest Greens owns a separate Facebook page for every single location, as well as a general page, which seems to be the one established as the Honest Greens Madrid location.

Interestingly, they choose to often disclose different content than on their Instagram page, and what is special here, they recently adopted the action to tag their separate locations on the Facebook posts, altering between Honest Greens Rambla Catalunya (which is the location in Barcelona), Honest Greens Velázquez, or Honest Greens Castellana. From time to time there are posts that are the same on both platforms, but they have been posted in different times, resulting in a distortion of publications. Other than that, they present food facts and promote their own magazine, which is content that cannot be found on their Instagram page. Therefore, it seems clear that they have differing social media plans, depending on the outlets.



Figure 10: Screenshot Facebook post Honest Greens <https://www.facebook.com/honestgreensmadrid/>

## 6.2.2 Honest Greens: Quantitative analysis

On Instagram, Honest Greens has received 3484 new followers in the analysis month and started following 98 new accounts. With 14 posts in the total time period, which makes between 3 and 5 posts a week, they have reached an average engagement rate of 1.09 for their posts, and 4.12 for their Instagram profile. Interestingly, there has been a significant high engagement of 1.70 in the week of the 8<sup>th</sup> – 15<sup>th</sup> of May 2019, compared to the other weeks.

In this particular time period, they have posted an image on May 12<sup>th</sup> 2019, which has reached a total number of 1831 likes and 897 comments. The caption shows that the post has received a lot of engagement because it is promoting a contest to win a dinner and two pairs of the shoes of the brand Pompeii, which is collaborating on this contest with Honest Greens. To being able to participate in the contest, the user had to follow the instruction to follow both accounts of

Honest Greens and Pompeii, proceeding to comment under the post and tag a friend, where the friend had to reply to the comment made.



*Figure 11: Screenshot Instagram post May 12th 2019, Honest Greens*  
<https://www.instagram.com/p/BxXJox-jaHB/>

Using 22.3 hashtags per post on the average, it appears that Honest Greens always uses the same or similar ones such as #local, #barcelona and #comidasana. Moreover, they have collected 3656.5 likes and 210 comments on the average within a week.

Their followers on Facebook have increased by 306, while posting approximately 2.25 times a week. In one week, they collect 43.5 reactions and 2 comments with their posts. In total this adds up to an average engagement per post and 100 followers of 0.30 and 0.75 for the profile. Honest Greens is uploading more images on Instagram than on Facebook, which seems to have an effect on the engagement as well: The public reacts a lot more on their Instagram content, what in turn also influences the engagement rate, being seemingly higher on Instagram.

Their TripAdvisor reviews give Honest Greens Rambla Catalunya a rating of 4.5 out of 5, having received two excellent and one good review. The Customer Relations director of Honest Greens has only responded to one of the reviews which was categorized as average and apologizes for the inconvenience the customer has had, since they do not have any poor or terrible reviews.

### 6.3 Brunch & Cake

Brunch & Cake, taking it away with the slogan “In Grandma we trust”, serves breakfast/lunch items and coffee in their five locations around Barcelona: They believe into the art of handmade food items and try to incorporate the philosophy of grandmothers not only in their menu, but also in their work ethics and décor of the locations (Brunch & Cake, 2019).

### 6.3.1 Brunch & Cake: Qualitative analysis

Starting with the Instagram profile (@brunchandcake), after presenting their slogan, and having few bullet points such as “family run & owned”, they inserted a call to action link into their biography to order food items from them online. What seems obvious here, is that the pink color of their icon is a guideline that leads through the entire Instagram profile. They have a variety of story highlights ranging from “The Burger”, “Q+A”, up until “Videos” and “Vegan”. What makes the feed of Brunch & Cake special, is that they solely repost pictures that were taken by their customers.

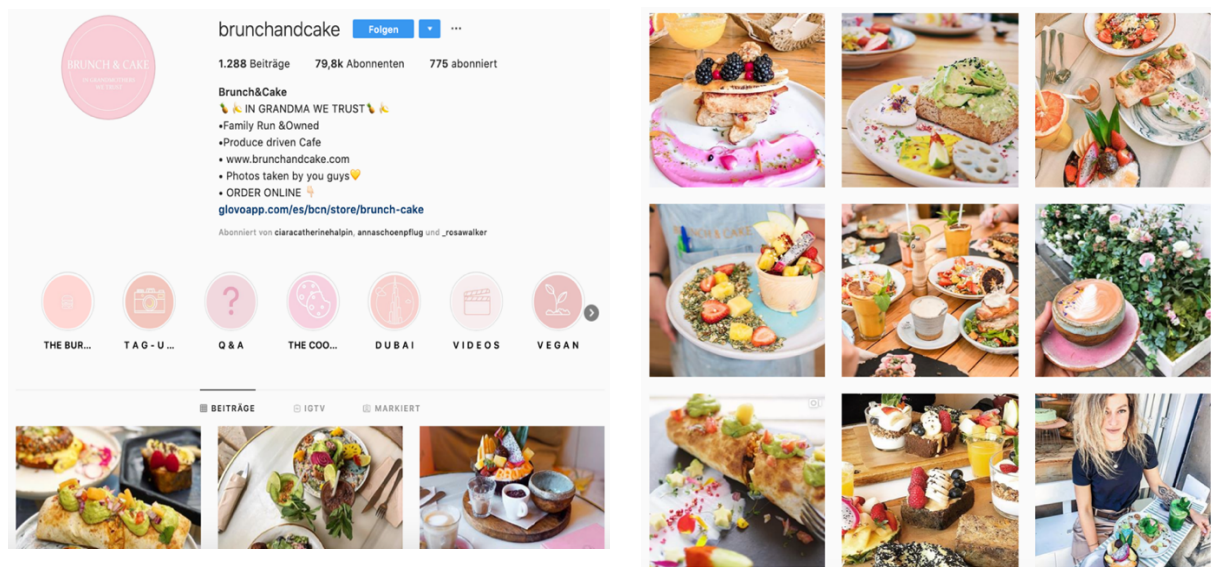


Figure 12: Instagram profile Brunch & Cake <https://www.instagram.com/brunchandcake/>

The publications show aesthetically pleasing and colorful angles of the food and drink items they serve in their locations, mostly in combination with happy customers in the background, like for example the Instagram post on February 15th, 2019.





*Figure 13: Screenshot Instagram post Brunch & Cake 15th of February 2019*  
<https://www.instagram.com/p/Bt57Z3jHgKr/>

Firstly, it seems important to underline the fact that Brunch & Cake solely reposts content which has been created by their customers, as indicated in their Instagram biography. Therefore, the images mainly show the different menu items Brunch & Cake offers, but also from time to time the faces of happy customers next to the plates. In terms of the location tag, they tag all their posts with the tag “Brunch & Cake”, which by clicking, takes you to either one of their locations around Barcelona, so they do not have a unified location tag. In their English written captions, they often use casual, and fun words to invite their followers to come by their locations, but also try to animate the public to tag their friends under the images or ask questions in relation to the food. Brunch & Cake appears to use many emojis to jazz up their captions and make them more lighthearted. With regard to their use of hashtags, they usually use the hashtags that describe the food pictured on the images, such as #smoothiebowls, #pancakes, but also their own hashtag #brunchandcake.

On Facebook, Brunch & Cake has unified its five locations into one page, which unfortunately has not been updated anymore since July 2<sup>nd</sup>, 2018. Accordingly, their Facebook data has not been taken into account in the analysis. Despite the abandonment of their Facebook profile, with a quick look on their last posts and comparison to the Instagram publications uploaded at that time, it appears that they had an individual approach to Instagram and Facebook, resulting in diverse content for both platforms.

### 6.3.2 Brunch & Cake: Quantitative analysis

Brunch & Cake has increased their follower base on Instagram by 2717, while at the same time adding 32 following profiles to their account. Broadly said, they post about 5.5 times a week, adding on the average 5.05 hashtags to a post. The top hashtags are #brunchandcake, #barcelonafood and #barcelona. Besides, their profile usually receives 5160 likes on their posts, as well an average of 76 comments within one week. While as the average engagement rate per post is at 1.15, the public engages with their page at a rate of 6.39.

Since the Facebook profile of Brunch & Cake was discontinued in 2018, it is not possible to do a quantitative analysis about their page.

On TripAdvisor, their profile for the location Enric Grenados has the most reviews out of their places, which is why this page is being analyzed. During the four weeks of the analysis, the location has received the most reviews in the category of “excellent”, obtaining thirteen reviews, but keeping the mean of 4 out of 5 rating points. Brunch & Cake typically replies to the reviews that are being made in the categories “poor”, “terrible” and “average” and seem to take responsibility if the visit has not been enjoyable for the customer.

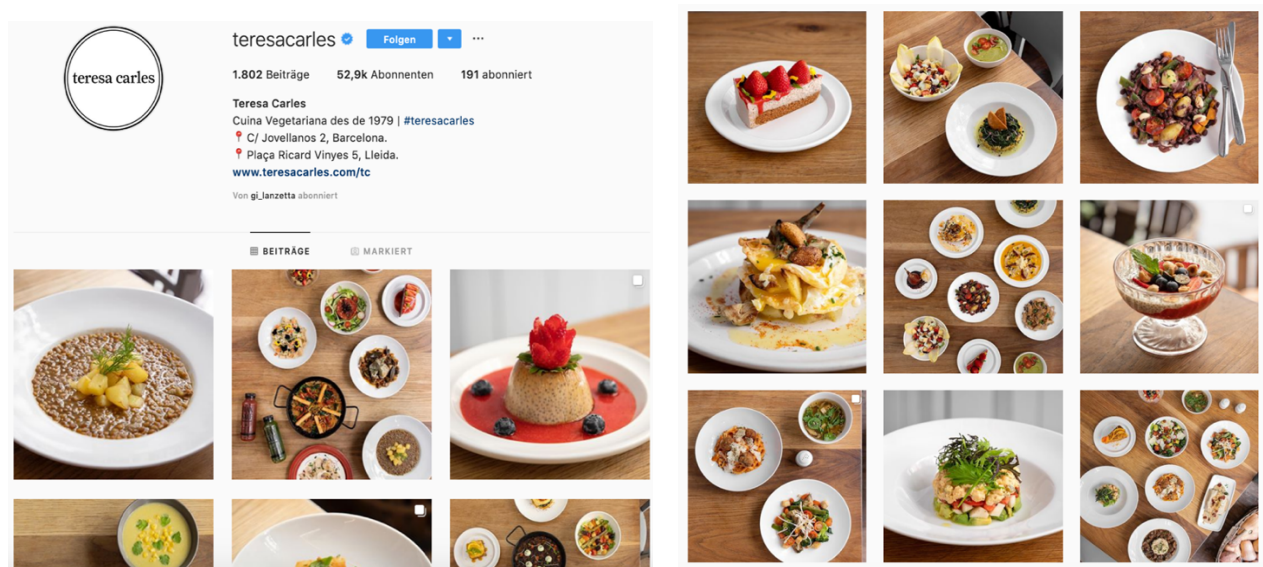
### 6.4 Teresa Carles

The restaurant of the Spanish vegetarian cook Teresa Carles, who, on a side note, is also the founder of Flax & Kale and Teresa’s Stairway, has one location in Barcelona and one in Lleida.

They proclaim themselves as one of the pioneer vegetarian restaurants in Barcelona, serving vegetarian, Mediterranean, artisanal, healthy and tasty food (Teresa Carles, 2019).

#### 6.4.1 Teresa Carles: Qualitative analysis

The profile on Instagram (@teresacarles) is very basic and has a simplistic touch to their expression. They state in the biography that they are serving vegetarian kitchen since 1979 and have added their proper hashtag #teresacarles, as well as their two locations and their website.



*Figure 14: Instagram profile Teresa Carles <https://www.instagram.com/teresacarles/>*

The account does not have any story highlights and solely consists of publications which show food items for the most part, such as seen on the post from March 23rd, 2019. The Instagram performance of Teresa Carles appears to have a big focus on solely their menu items, showing different plates on their postings.



*Figure 15: Screenshot Instagram post 29<sup>th</sup> of March 2019 Teresa Carles  
[https://www.instagram.com/p/Bvl\\_C0zIXnr/](https://www.instagram.com/p/Bvl_C0zIXnr/)*

The Facebook page of Teresa Carles is almost identical to their Instagram feed. The captions, as well as the content is being distributed on both channels equally. The only difference that is visible, is that their post about their weekly menu is solely publicized in Spanish, while as on Facebook the menu is shown in one post in Catalan, and in another post in Spanish. Other than that, their social media strategy seems to be identical on both channels, focusing on images of their food items with the same captions.

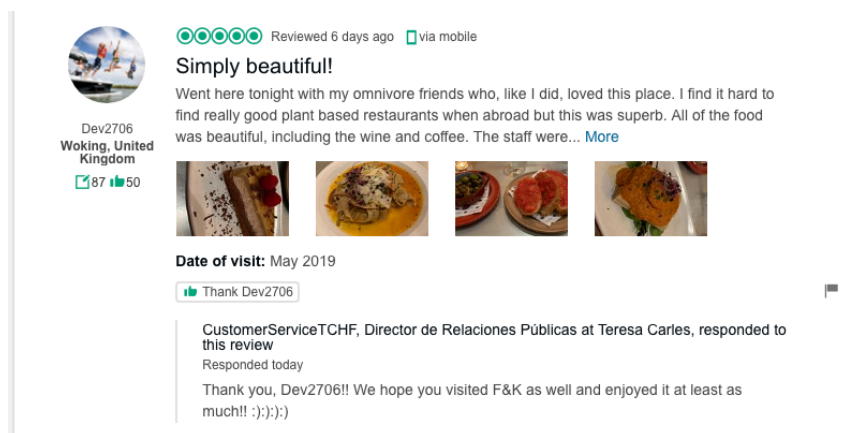
The goal of Teresa Carles online seems clear, while looking at their social media feeds: To distribute content that only focuses on their food. Indicating themselves with the tag “Teresa Carles”, which represents their only location in Barcelona, they tag in every image the same location. What is interesting, is that there can be a pattern seen in their content language: Teresa Carles changes their language from post to post between Catalan and Spanish, providing a diversified approach. In their captions, they usually explain the ingredients of the menu items shown or the menu of the week, topping it off with few matching emojis and the hashtag #teresacarles. Their profile does not really mention anyone under their posts, unless for example when they show something from their sister restaurant Flax & Kale. The comment section of Teresa Carles does not show a lot of engagement by them, under few posts they have liked the comments made by other users.

#### 6.4.2 Teresa Carles: Quantitative analysis

Within a month, Teresa Carles has acquired 386 followers and has unfollowed one profile on Instagram. On the average, the restaurant posts 4.25 times a week including approximately 1.05 hashtags on every publication, which normally involves the hashtag #teresacarles. Collecting 2617 likes and 28 comments in seven days, they reach an engagement rate per post of 1.18, and 4.97 on the profile.

On Facebook, they have lost 97 followers in the analysis period, whilst posting around 5.25 within a week's time. Meanwhile, Teresa Carles received on average 271.25 reactions and 10.5 comments in a week. The average engagement rate per post is 0.05 and 0.23 on the entire profile, which shows that the follower base on Instagram seems to communicate and react a lot more with the content than on Facebook, even though Teresa Carles uploads more publications on Facebook.

Teresa Carles has an average rating of 4.5 on TripAdvisor, having received only reviews in the categories “excellent” and “very good”. Teresa Carles does not only exclusively give answer to reviews that have been made in the bad categories and apologizing to the customers for a bad experience, they also thank the users on TripAdvisor when praiseworthy comments are being made on their restaurant, as the example on the review of May 28<sup>th</sup>, 2019 demonstrates.



*Figure 16: Screenshot review May 28th 2019 Teresa Carles*  
[https://www.tripadvisor.com/Restaurant\\_Review-g187497-d2075668-Reviews-Teresa\\_Carles-Barcelona\\_Catalonia.html](https://www.tripadvisor.com/Restaurant_Review-g187497-d2075668-Reviews-Teresa_Carles-Barcelona_Catalonia.html)

## 6.5 Surf House Barcelona

Surf House Barcelona, established in 2013, describes itself as a healthy beach café, located at the beach of Barceloneta, where you can not only eat and have drinks, but also enjoy offered sports activities such as surfing, stand up paddle and fitness (Surf House Barcelona, 2019).

### 6.5.1 Surf House Barcelona: Qualitative analysis

On Instagram (@surfhousebarcelona), the atmosphere of the profile is not only very lively and active, but the appearance of Surf House Barcelona is genuine, in the sense of only showing real-life angles, as if you were visiting the place yourself.



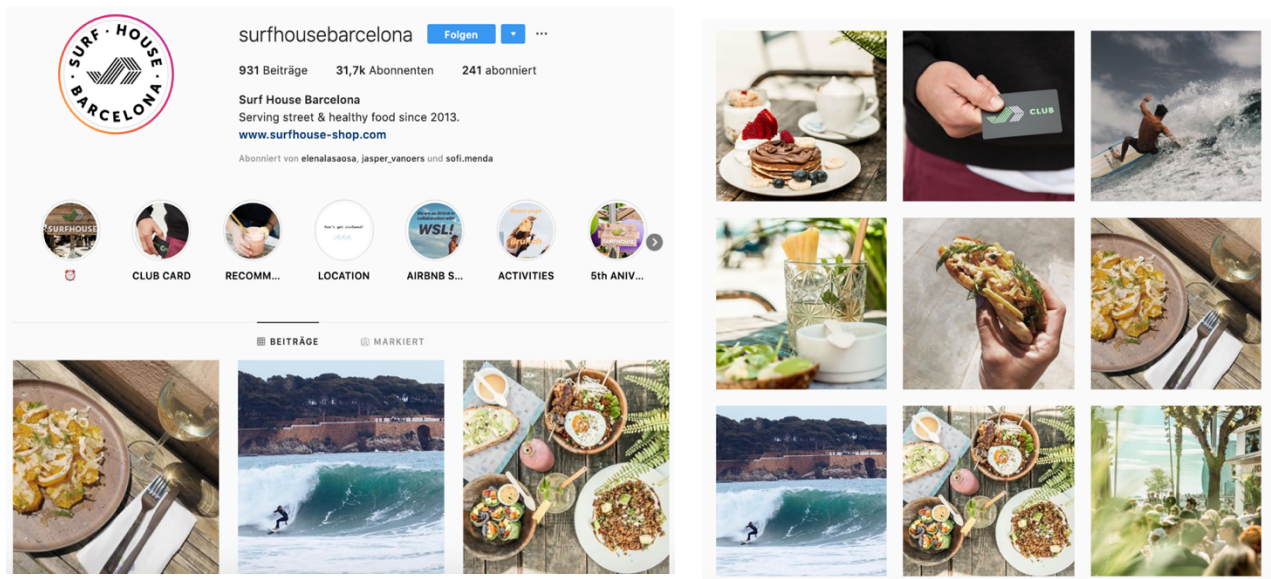


Figure 17: Instagram profile Surf House Barcelona [https://www.instagram.com/p/Bvl\\_C0zIXnr/](https://www.instagram.com/p/Bvl_C0zIXnr/)

The publications do not only show examples of their food and menu, but also implies the lifestyle they are trying to represent for the most part, showing pictures of people surfing, doing yoga or other sports and snapshots of healthy foods, such as seen on their post of February 12<sup>th</sup>, 2019.

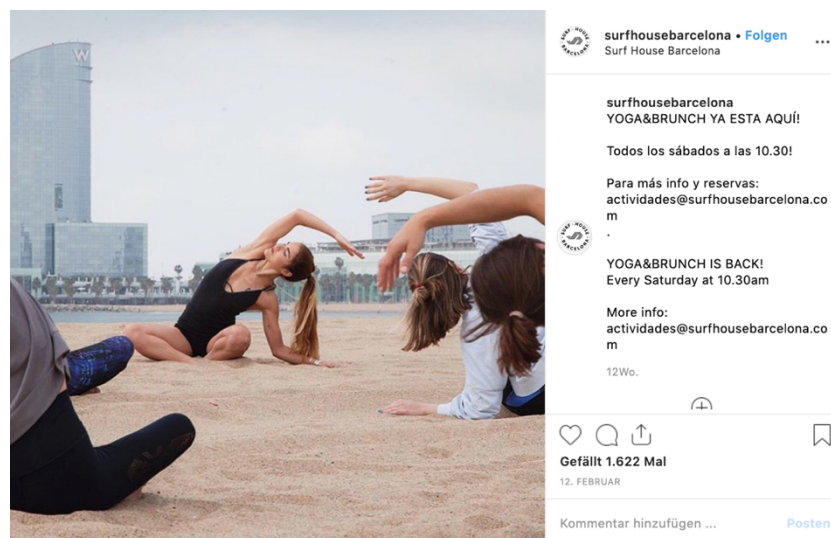


Figure 18: Screenshot Instagram post 12th of February 2019 Surf House Barcelona <https://www.instagram.com/p/Bty3HaVgvFM/>

On Facebook, Surf House Barcelona publishes the same content as on their Instagram feed, there are in general only one or two posts that differ from each other. Not only the images are the same, also the captions and hashtags are adopted, resulting in the assumption that they have a very similar, if not identical content plan for both platforms.

Finally, as the only restaurant in the sample with an active Twitter account, Surf House Barcelona has 388 followers and follows a total of 24 accounts, while having tweeted out 1099 tweets [as of May 15<sup>th</sup>, 2019]. The tweets sent out by the restaurant mainly are there to inform

the followers about upcoming events such as surf trips or yoga & brunch sessions, with a link to their Facebook page, such as the Tweet from March 26<sup>th</sup>, 2019.



*Figure 19: Screenshot Tweet 26th of March 2019 Surfhouse Barcelona*  
<https://twitter.com/surfhousebcn/status/1110510885213073408>

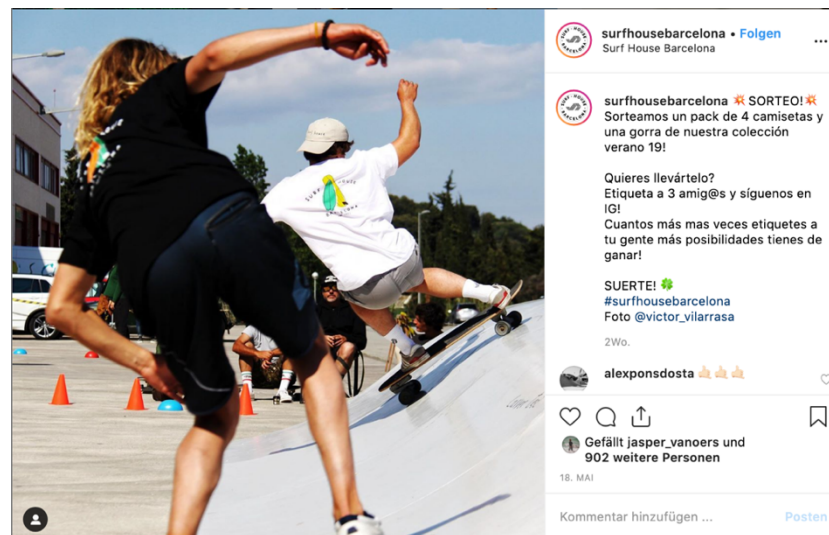
Taking a closer look at their Twitter profile, it appears that they do not frequent their account often, since they have only published four tweets in this year, neither are there any retweets or much interaction visible.

Other than that, the images and videos Surf House Barcelona shares on their social media outlets subjectify items of their menu such as juices and plates, but at the same time, there are many images of individuals surfing, doing yoga or stand up paddling, projecting an active lifestyle posted. In general, they consistently tag their posts with the location of Surf House Barcelona, but there are some images that picture their team riders that are being sponsored by Surf House Barcelona surfing in different places around the world, where their location is being added to the post. The captions of the pictures, drafted in Spanish predominantly, are usually held short, indicating the menu item shown on the image. There are also short quotes such as “Summer is around the corner” decorating their content, but as well captions explaining the activities they offer with an added contact e-mail to find under the pictures. Surf House Barcelona does hardly use any emojis in their captions, as well as any hashtags except for their own #surfhousebarcelona. The profiles mentioned under their content are usually from the person or people that have taken the images, which mostly are not customers. When taking a look at the comment section, there is not really a pattern they follow in keeping up an interaction with their followers: While some posts, the comments are being liked and sometimes questions are being resolved, on some publications the requests made by individuals have been left unanswered.

### 6.5.2 Surf House Barcelona: Quantitative analysis

In total, the Instagram of Surf House Barcelona has increased their follower count by 158, while following 4 new accounts and posting about 2.25 times every week. The number of hashtags used on their publications is at 0.625, only using the hashtag #surfhousebarcelona. Over a week’s span Surf House Barcelona has received 740.75 likes and 71.75 comments on

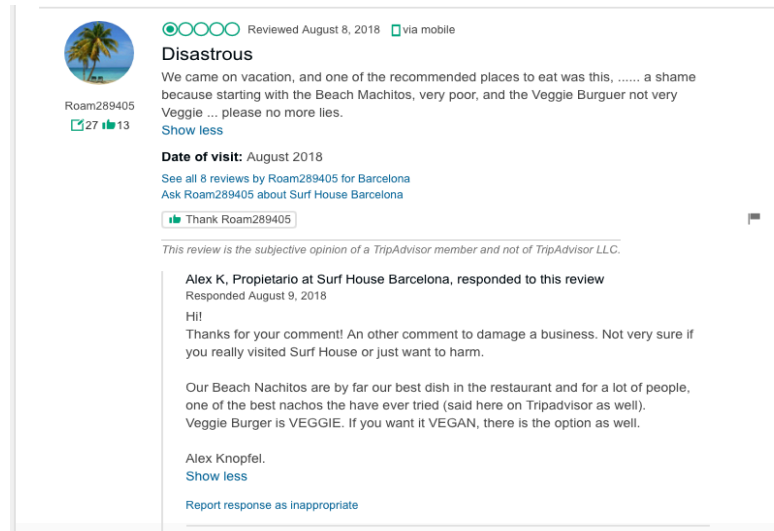
their publications. The average engagement rate per post is 1.05, and the average engagement rate of the Instagram profile is 2.56. What is interesting, is that in the week of May 15<sup>th</sup> – May 22<sup>nd</sup> 2019, the average engagement rate per post as well as for the Instagram profile was very high compared to the other weeks. Examining this week more precisely, it turns out that on May 18<sup>th</sup>, 2019 Surf House Barcelona has posted an image which promotes a contest to win merchandise from their own store, animating the public to tag friends under the photo and follow their account, hence why the engagement rates are much higher than usual.



*Figure 20: Screenshot Instagram post 19th of May 2019 Surf House Barcelona*  
<https://www.instagram.com/p/BxnFiMuIlwK/>

On Facebook, Surf House Barcelona has gained 84 followers and publicizes content approximately 2.5 times a week. In terms of the engagement of their followers, they receive around 19 reactions and 0.25 comments in one week. While the average engagement rate per post is 0.03, the profile provides an average engagement rate of 0.07. Even though Surf House Barcelona posts a bit more on Facebook, the engagement seems to be a lot higher on their Instagram profile.

Surf House Barcelona is being rated on TripAdvisor as an establishment with 4 out of 5 possible points. In the month of May, they users have given four reviews, two which were “excellent”, one “very good” and one “average”. As an untypical behavior, Surf House Barcelona appears to be defensive towards comments that are criticizing the restaurant, which the review of August 8<sup>th</sup>, 2018 shows. The restaurant only replies to selected reviews, but mainly focuses on the ones that have not had a satisfying visit in their location.



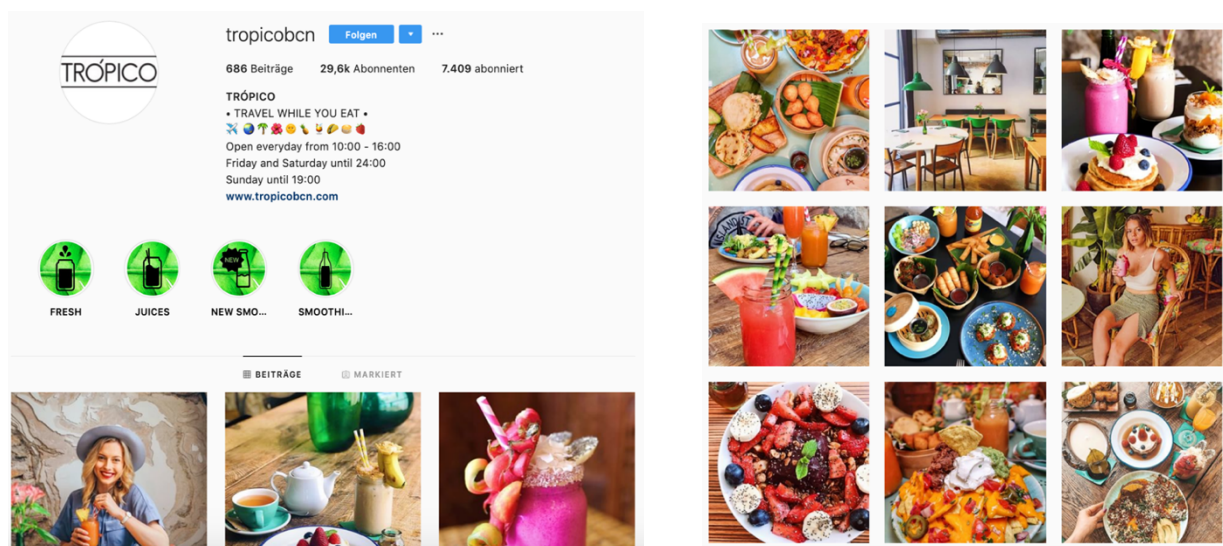
*Figure 21: Screenshot TripAdvisor comment 8th of August 2018 Surf House Barcelona [https://www.tripadvisor.com/Restaurant\\_Review-g187497-d4778723-Reviews-Surf\\_House\\_Barcelona-Barcelona\\_Catalonia.html](https://www.tripadvisor.com/Restaurant_Review-g187497-d4778723-Reviews-Surf_House_Barcelona-Barcelona_Catalonia.html)*

## 6.6 Trópico Barcelona

Trópico Barcelona, as the name already says, implements a tropical subject throughout their menu but also their location and decor. The goal is to serve fresh and tropical meals and drinks, offering their customers different flavors from around the world (Trópico, 2019).

### 6.6.1 Trópico Barcelona: Qualitative analysis

Taking a look at their Instagram (@tropicobcn), it is clear that they also follow the tropical theme on Social Media: adding flower and pineapple emojis to their biography under the slogan “travel while you eat”, Trópico wrote down their opening hours as well as the link to their website.



*Figure 22: Instagram profile Trópico Barcelona <https://www.instagram.com/tropicobcn/>*

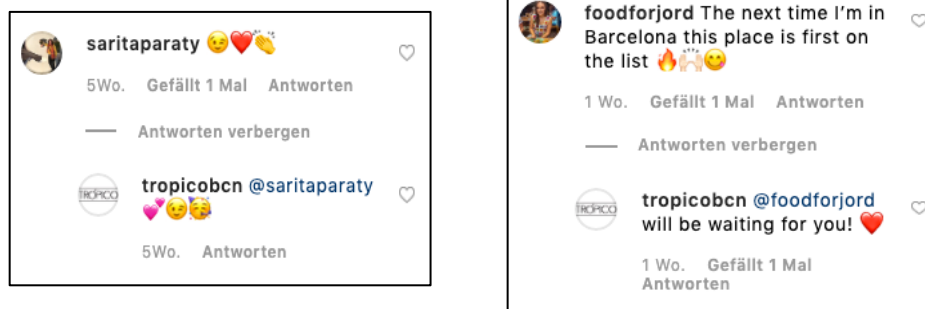


They have four story highlights, in which they focus on juices and smoothies, but all their posts seem to feature loads of fruit and juices as well, making the pictures very colorful, like visible on the post from April 17th, 2019.



*Figure 23: Screenshot Instagram Post 12th of April 2019 Trópico Barcelona  
<https://www.instagram.com/p/BwWP3DbCvTQ/>*

Trópico uploads the same pictures on Facebook as on Instagram, but with a lot less frequency. This means that for example, while they only have posted one picture on Facebook the entire month of May (Status: 21<sup>st</sup> of May 2019), simultaneously, they have published nine images on Instagram in the same time period. It can be assumed then, that they put more value on their Instagram profile, rather than their Facebook profile. Other than that, while publishing the same content on the same day, they do not adapt the captions depending on the platform, they recycle them. The focus of the publications of Trópico lies on the presentation of their food, occasionally they also publicize content where you can see few customers in the background. The location tag “Trópico” is visible on every post made by the restaurant. Their captions, either in Spanish or English, dispose of many different colorful emojis, as well as inviting quotes and sayings, making the post appear to be lighthearted. In the matter of hashtags, Trópico uses a variety of hashtags matching the image but also hashtags such as #brunchlover or #smile. It seems like most of the content posted on their Instagram has been made by actual customers which are being indicated as the photo source in the image description. In the comment section it can be detected, that they try to interact with their public, replying to and liking most of the comments being made.



*Figure 24: Screenshots Instagram comment section Trópico <https://www.instagram.com/tropicobcn/>*

## 6.6.2 Trópico Barcelona: Quantitative analysis

Starting with Instagram, Trópico has won 241 followers in one month, whilst following 36 new accounts. They post 3.5 times on the average in a week and use 20.67 hashtags on their publications, where the most popular were #tropicobcn, #bcnfoodies and #brunchlover. Within a week, the restaurant gets 1940.75 likes and 35.75 comments under their posts. In regard of their average engagement, they have 1.92 on each post and 6.64 on the Instagram page.

On the other hand, they have gotten 38 new followers on Facebook, but an average engagement rate of 0.53 on a post and as well on their page, with 4.5 likes and 0 comments per week. This outcome is caused by Trópico not publicizing content in 3 out of 4 weeks of analysis. It seems obvious that through the comparison the restaurant has more success on Instagram than on Facebook, but this may also be because they did not exploit the potential of their Facebook page.

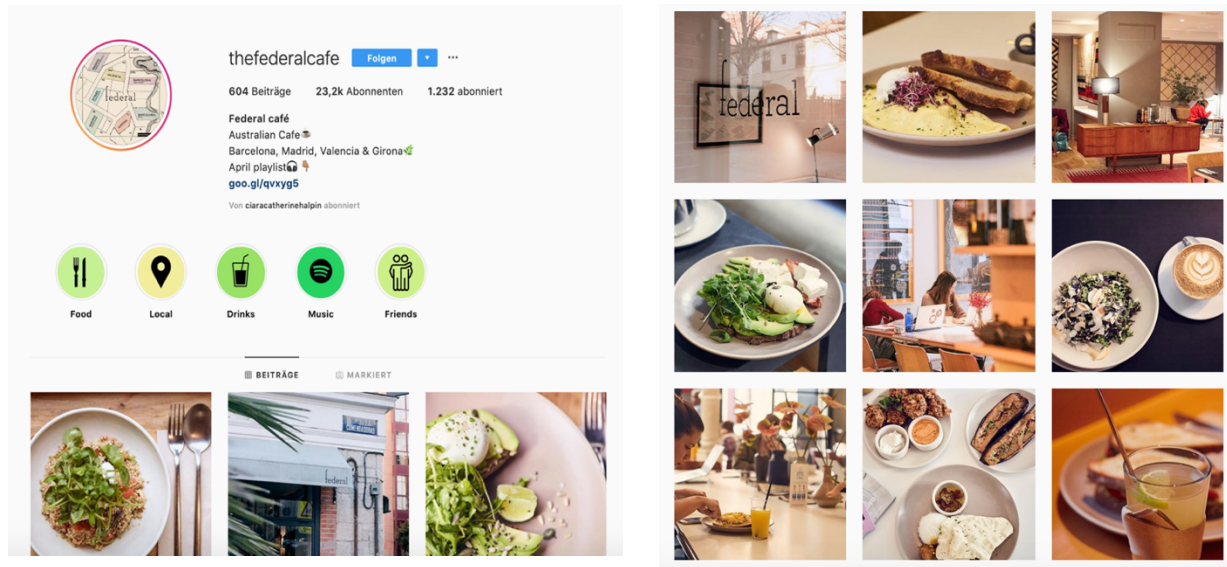
The rating of Trópico on TripAdvisor is 4 out of 5, having received only two reviews in the category “excellent” and one as “very good” during the time period of the analysis. In terms of replies to the reviews made by visitors, Trópico only replies sporadically to them, but there are comments from the restaurant visible in all the categories.

## 6.7 The Federal Café

Federal Café, which has five locations in total all around Spain, two of which are situated in Barcelona. Their locations are inspired by a town called Federal in Australia, and the concept of the cafés seem to be kept in earthy tones such as dark green and brown colors (Federal Café, 2019).

### 6.7.1 The Federal Café: Qualitative analysis

Visiting their Instagram (@thefederalcafe), they describe themselves as an Australian Café in Barcelona, Madrid, Valencia and Girona. Below they added a link to a Spotify playlist, where they assembled songs that are being played in their locations. The structure of their story highlights seems simple with the categories “Food”, “Local”, “Drinks”, “Music” and “Friends”.



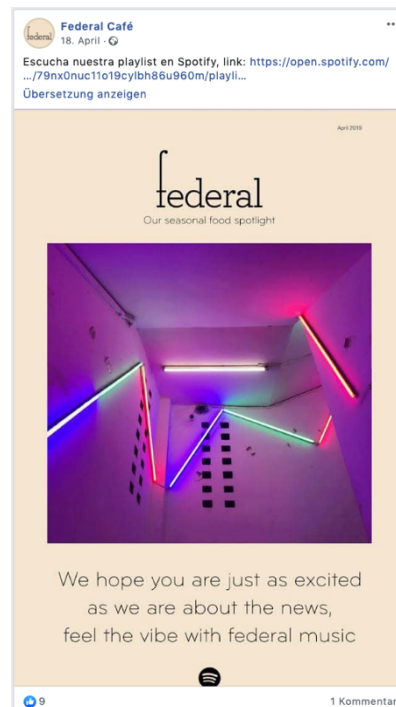
*Figure 25: Instagram profile The Federal Café <https://www.instagram.com/thefederalcafe/>*

The grid seems to be held in the same earthy tones as their typical interior, showing their menu items but as well their servers in action or customers sitting at tables while enjoying the food, like seen on the post from March 11th, 2019.



*Figure 26: Screenshot Instagram post 11th of March 2019 The Federal Café <https://www.instagram.com/p/Bu3kesngIpR/>*

On the Facebook profile of Federal Café (they have one for each location but also one called Federal Café official, which is the one being investigated on), it has the features that there is almost always completely different content being shared than on their Instagram feed. Even though the images are rarely the same as on Instagram, the tone of the captions and the background and vibe of their content reflects the same style as on their Instagram account. For example, they promote their Spotify Playlist on a dedicated post on Facebook on April 18<sup>th</sup> 2019, while this not appears to be a subject on Instagram.



*Figure 27: Screenshot Facebook post 18<sup>th</sup> of April 2019 The Federal Café  
<https://www.facebook.com/federalcafeofficial/>*

The content which is being shared on The Federal Café's social media feeds provides an equilibrated mix between the dishes and drinks they serve, as well as views of the interior in their different locations. Regarding their location tags, they do not use one on every one of their posts but if they do it is either "Federal Café" which is the tag either in Barcelona or Madrid, and the one called "federal café madrid". Depending on the image, they provide a bigger caption in Spanish or English, explaining the food item pictured or motivating their follower base to visit the different locations, as well as adding few to none emojis to it. It appears that they do not follow a strict guideline for posting on their social media accounts. There are not many hashtags used only very few like for example #federal. The Federal Café does apparently not mention any other account than their own @thefederalcafe. Viewing the comments under their posts, they do not reply to all their comments, depending on the post.

### 6.7.2 The Federal Café: Quantitative analysis

On Instagram, The Federal Café has gained 603 followers and at the same time increased their following number by 359. Publications are being made about 3.25 times per week, accompanied by no hashtags at all. In one week, they accumulated around 771.75 likes and 45.75 comments. The average engagement rate per post is 1.03, while for the profile it lies at 3.46.

The Federal Café's Facebook page has won 92 followers during the time period, in the meantime they posted about 2.5 times a week. They received on the average 19 reactions and 1.25 comments, which result in an engagement rate of 0.03 per post and 0.09 of the profile.



Here again, it seems evident that there is significantly more engagement to see on the Instagram profile than on the Facebook page.

Regarding the reviews on TripAdvisor, The Federal Café's location Parlament has been chosen for the TripAdvisor analysis, since it is the one with more available reviews. Out of all the restaurants taken into account in the sample, this restaurant has the worst review average with a 3.5 out of 5 points. Through the four weeks of May they have received two "excellent", one "very good", one "average" and a "poor" evaluation. The restaurant answers to the criticizing comments expressing remorse and explaining that they will pass on the critiques to improve, as well as acknowledge complimenting reviews.

## 6.8 The Green Spot

The Green Spot belongs to the restaurant chain En Compañía de Lobos, which owns restaurants in Barcelona, Madrid and Mallorca. Going after their motto "veggie for veggies and for non-veggies", the Green Spot serves vegetarian and vegan dishes in their venue in Barcelona (The Green Spot, 2019).

### 6.8.1 The Green Spot: Qualitative analysis

On Instagram (@thespotbarcelona), they are represented by the slogan in their biography, as well as the proper hashtag #thespotbarcelona and a link that brings you to the menu of the restaurant.

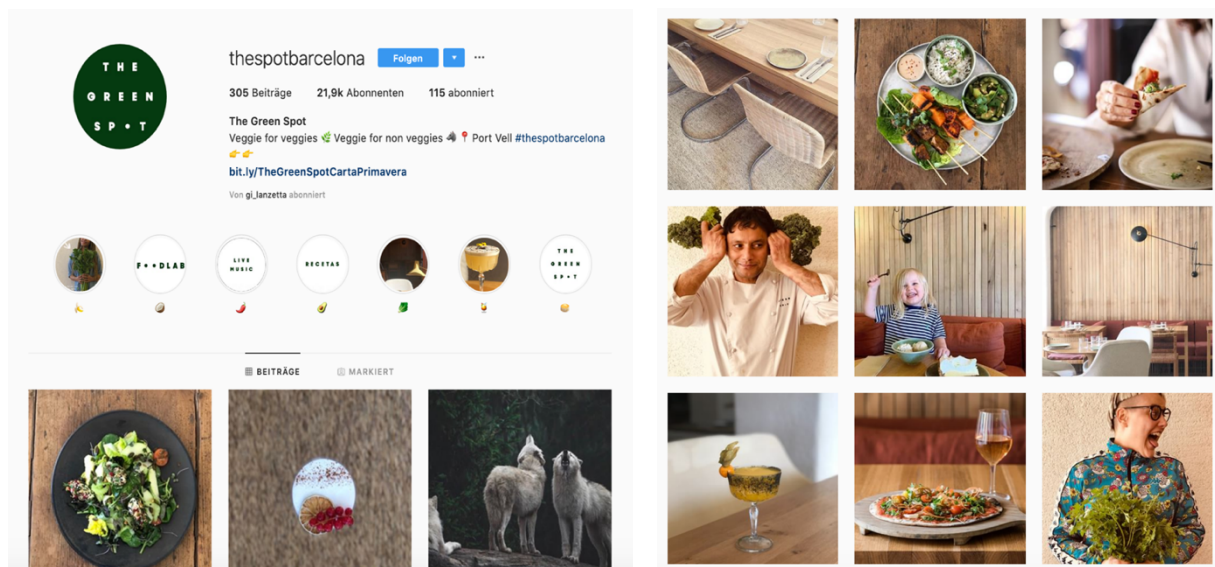
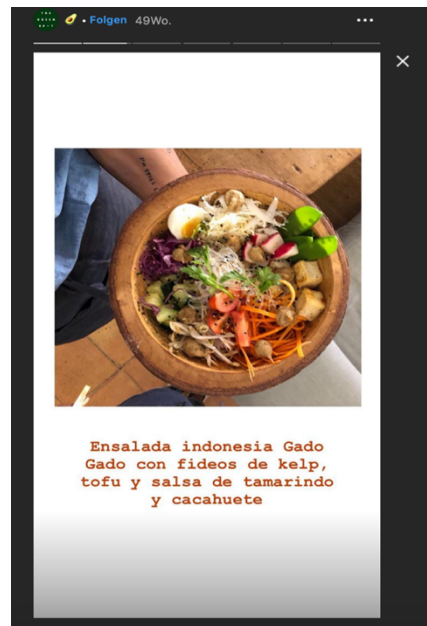


Figure 28: Instagram profile The Green Spot <https://www.instagram.com/thespotbarcelona/>

Regarding their story highlights, the Green Spot has given different emojis as names to them. They thematize different subjects such as the live music that is played during dinner time, or different menu items that are being explained, such as seen on the story highlight "🥑".



*Figure 29: Screenshot Instagram Highlight “🌿” “The Green Spot”  
<https://www.instagram.com/stories/highlights/17926587286026125/>*

Examining their Instagram feed, the background of the publications is held in earthy, wooden tones for the most part, while as the vegetables and fruit bring the necessary pop of color into the frame. Occasionally, you can see few faces from customers in combination with the carefully decorated plates, as well as the cooks and servers working at the venue.

On their Facebook page, you can recognize few of the posts seen on Instagram already, which means they use the same content for both social networks. The only difference hereby is, that on Instagram there is more content posted than on Facebook.

The Green Spot supplies a lively blend of different subjects on their social media feeds, where not only the dishes are being demonstrated, but also few pictures of their employees or customers mix in. They indicate the location of the post normally with “The Green Spot”, but there are also few publications that do not have a location tag. Even though not every caption is decorated with emojis, The Green Spot tries to incorporate them in most. The captions themselves, usually written in Spanish but also English, often ask their follower base questions but also explain the different ingredients in the pictured dishes. Regarding the hashtag use, The Green Spot uses a lot of their own crafted hashtags such as #veggieforveggies or and #veggiefornonveggies, but also hashtags that describe the image like #pizza or #cocktails. The restaurant does not mention many other accounts but give credit if they reuse an image made by their customers, as well as the restaurant chain they are part of @encompaniadelobos. While taking a look at the comment section, it seems like they do not interact a lot with the comments that their followers make, on few publications the comments have been liked by The Green Spot.

### 6.8.2 The Green Spot: Quantitative analysis

Analyzing the numbers of the time period, The Green Spot has made 278 more followers and followed 3 profiles on Instagram. Posting between 0-3 times in a week, they seem to not have a fixed schedule for their publications, resulting in an average of 1.5 times. In total they receive 1169 likes and 45 comments in one week. In terms of their hashtag use, they have 3.7 hashtags on every post which are #thespotbarcelona, #veggieforveggies and #encompaniadelobos. The engagement rate per post on Instagram is 0.64, while on the entire profile it lies at 1.36.

On Facebook, The Green Spot has gained 27 followers more and posted approximately 0.75 times a week, which is half of the amount on Instagram. They have gotten 15.25 reactions and 0.25 comments in one week. The average engagement per post is the same as on the profile and lies at 0.25. Once again, on Instagram there is more engagement from the followers than on Facebook.

The TripAdvisor average for the restaurant is a 4 out of 5 points, where visitors have added three “excellent” and one “poor” review over the course of the analysis. The Green Spot does not have the habit to reply to their customer reviews, from where it can be assumed that they do not take the comments in account that are being made on the platform.

## 6.9 Green & Berry

The Green & Berry, which has been established to sell their own cold pressed juices, is a café in Barcelona, and is about to open their second location. They do not own a proper website for their restaurants but on Trip Advisor it is described as a place where they serve vegetarian and vegan healthy food, as well as healthy sweets and juices (TripAdvisor, 2019).

### 6.9.1 Green & Berry: Qualitative analysis

On their Instagram profile (@greenandberry), Green & Berry does not provide any story highlights. The grid shows an abundant mix of different fruit smoothie bowls, sweet treats, juices and salads.

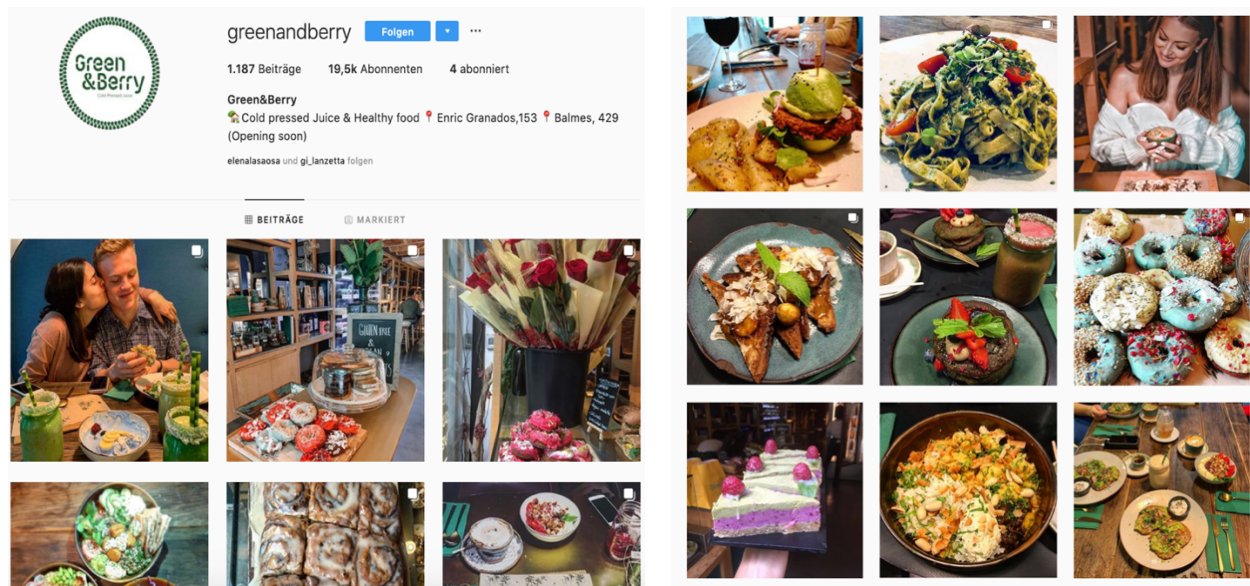


Figure 30: Instagram profile Green & Berry <https://www.instagram.com/greenandberry/>

The content that Green & Berry uploads on Instagram is for the most part produced by customers such as the publication of January 29th, 2019.



Figure 31: Screenshot Instagram post 26<sup>th</sup> of January 2019 Green & Berry <https://www.instagram.com/p/BtFuD8pA4ME/>

Green & Berry indicates itself as a smoothie and juice bar on their Facebook page. It becomes obvious immediately, that they reuse the same content as on their Instagram feed, just with less frequency, meaning that while they post the same content the same day on both platforms, they skip few publications on Facebook and are more consistent with posting on Instagram. The social media content of Green & Berry mainly focuses on their different dishes and drinks, but also show few of their customers. While as their location tag stays the same “Green & Berry” and consistent on every post, they vary in their captions with descriptions of their menu items and load up on of different emojis. Green & Berry does not use any other hashtag than



their proper #greenandberry but mention all the customers that have taken the pictures in the image description. In the comment section it seems clear that while they reply to few of the comments, they keep the answers short in general.



*Figure 32: Screenshot Instagram comment section Green & Berry <https://www.instagram.com/greenandberry/>*

### 6.9.2 Green & Berry: Quantitative analysis

Green & Berry's Instagram has gained 251 followers of the time span of four weeks without adding any new followers to their account. They do only use their own hashtag usually, resulting in an average number of 1.1 hashtags per publication, which mostly is #greenandberry. Within a week, they receive approximately 707.5 likes and 18.25 comments, posting 3.5 times. Their average engagement per post reaches a rate of 1.05, and the average engagement of the page is at 3.68.

Losing 9 followers in total on Facebook, the profile of Green & Berry has posted 1.5 times in a week, which results in an average engagement rate of 0.15 per post and 0.31 of the Facebook page. Those numbers have been attained through 17.75 reactions and 0.25 comments in one week. Green & Berry receives more engagement on Instagram, which might be caused through more posting activity than on Facebook.

Regarding their TripAdvisor profile, with an average of 3.5 points, there have been no new reviews added during the analysis. While they reply to almost all of the good reviews, they have only given feedback and apologizing on selected but not all reviews that range in the "average", "poor" or "terrible" categories.

### 6.10 The Hip Fish

Presenting themselves as a new healthy fast food formula, The Hip Fish offers poke bowls and sushi burritos in two locations around Barcelona (The Hip Fish, 2019).

### 6.10.1 The Hip Fish: Qualitative analysis

Starting out with their Instagram profile (@thehipfish), explaining in their biography that they are the best at serving poke, as well as serving flexible, vegan and gluten free foods and seasonal ingredients.

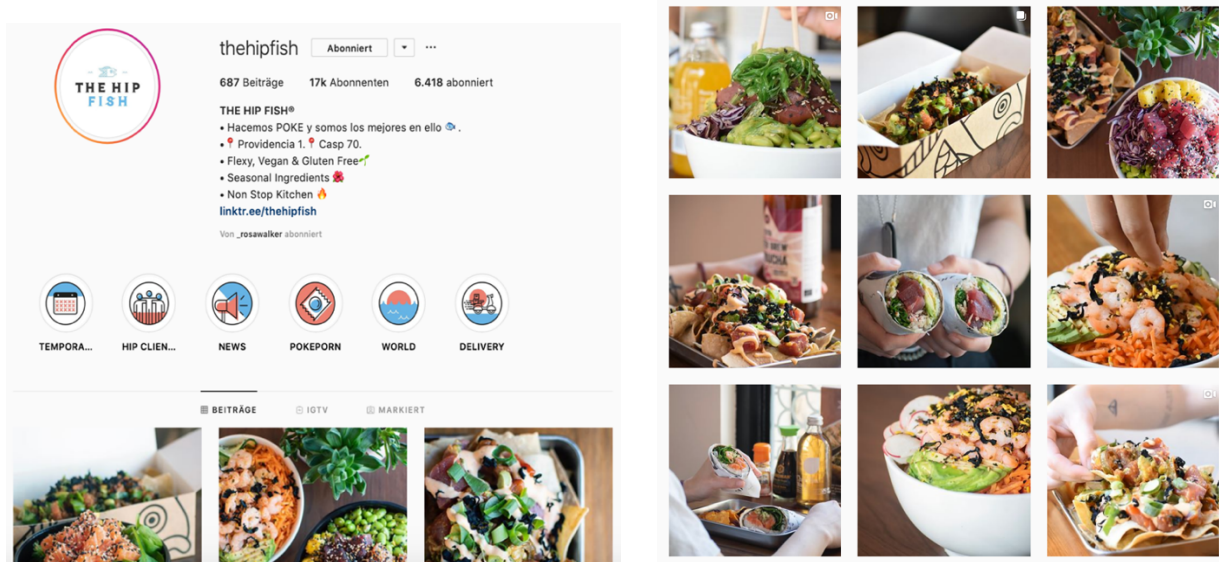


Figure 33: Instagram profile The Hip Fish <https://www.instagram.com/thehipfish/>

Attached to the biography are as well the directions of the two locations and a link that leads to opening hours and their menu. Six story highlights can be seen with similar icons such as “Hip Clientes” where they show snapshots of customers, or “News” where new menu items as well as information about the ingredients are being shown. Simultaneously, The Hip Fish has an IGTV channel, where they distribute content on showing their locations or also for example how their ordering system works.



Figure 34: Story Highlight "NEWS" The Hip Fish  
<https://www.instagram.com/stories/highlights/17976956674072196/>



On Facebook, The Hip Fish publishes images the same day as on Instagram, with the only difference that they do not post all the content they distribute on their Instagram profile, meaning they do not have the same persistence on Facebook. Other than that, they use the same captions, emojis and hashtags as on Instagram, hinting that The Hip Fish has a similar content plan for both platforms.

In the focus of the content The Hip Fish distributes on their social media channels are the bowls they offer and the preparation of them as well. Their publications are always indicated with “The Hip Fish”, which variate by clicking on them between the location in Gràcia and the other one in Dreta de L’Eixample in Barcelona. The captions are mostly written in Spanish, few of them also in English, motivating their followers to tag their friends, but also promoting their contests and inspiring the people to come by and eat at their restaurants. The Hip Fish uses an interesting method for their hashtags, where they comment under their proper content caption a variety of different hashtags such as #pokebcn, #thinkhipeatfish or #tasty. Albeit, The Hip Fish uses many emojis in their content description, they do not seem to practice the use of mentions (except their own profile @thehipfish) much on their social media profiles. When it comes to the comments other profiles leave under their caption, The Hip Fish does not reply consistently to all of the comments or likes them.

#### 6.10.2 The Hip Fish: Quantitative analysis

While The Hip Fish has increased their follower number on Instagram with 451, they unfollowed about 480 accounts over the time period of the analysis. Usually, they upload content about 3.5 times a week, adding 0.13 hashtags to their publications. The posts reach 890.25 likes and 25.7 comments within one week. Regarding the average engagement of The Hip Fish they have reached a rate of 1.5 per post and 5.31 on their overall Instagram page.

On Facebook, they have only won six followers over the time. The total reactions in one week are 2.25, while the total of comments lie at 0.25. In three out of the four weeks of the analysis, The Hip Fish did not post any new images or videos on their page, which has a big influence on the average engagement rate per post and on the profile, where both are at 0.11.

Here as well, The Hip Fish appears to have better engagement on their Instagram profile, but is not easy to compare, since the activity on Facebook has been limited during the analysis.

For the TripAdvisor investigation, The Hip Fish location Gracia has been chosen as it had more reviews available by the time of the start of the analysis. The restaurant obtains a 4 out of 5, which can be translated to a “very good” on the scale, while not having received any new reviews in the month of the analysis. As already seen before at The Green Spot restaurant, The Hip Fish too does not reply to any of the reviews that have been made by previous visitors.

#### 6.11 Väckä

Väckä, meaning to “wake up” in Swedish, is the name of a vegan restaurant that not only serves plant-based food, but at the same time, they also sell vegan cakes and cheeses in their online shop and offer food workshops (Väckä, 2019).

### 6.11.1 Väckä: Qualitative analysis

Looking at their Instagram (@vacka42), the profile is held in pastel colors such as rose, yellow and green. The feed looks very structured and planned, aiming attention at the food they serve in their restaurant, but as well showing pictures from workshops and quotes.

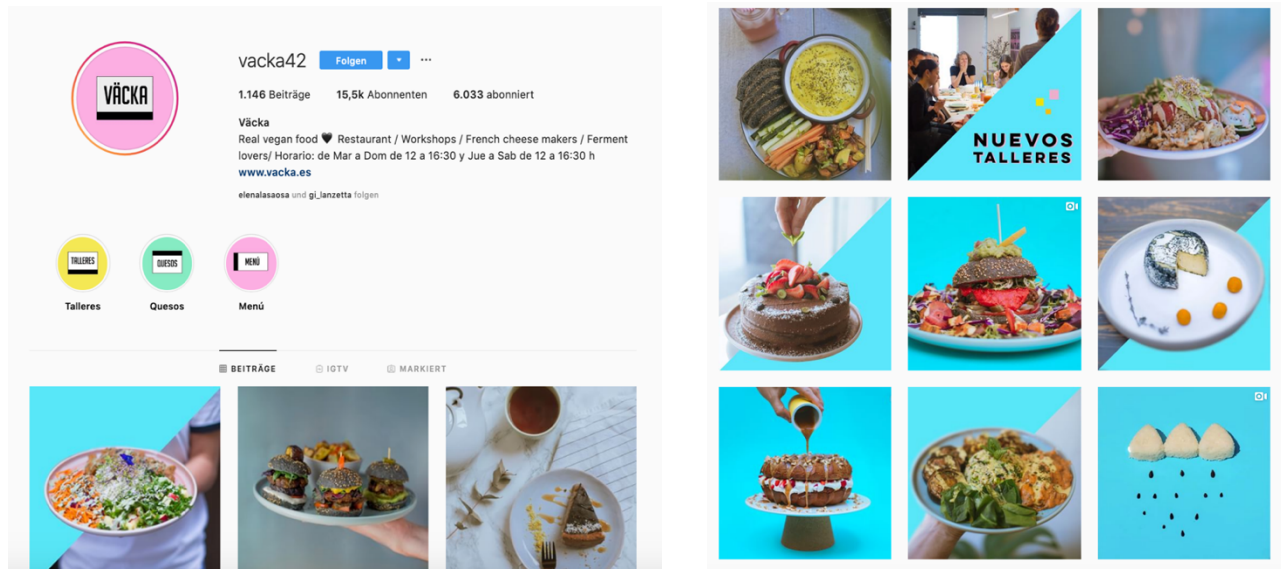


Figure 35: Instagram profile Väckä <https://www.instagram.com/vacka42/>

The food images they publish and seem set up and very detailed, at the same time showing many colors, as seen on the post of April 23rd, 2019.



Figure 36: Screenshot Instagram post 23rd of April 2019 Väckä <https://www.instagram.com/p/BwmPejclUFQ/>

On Facebook, Väckä does not only share the same content as on their Instagram site, they offer more insights on their events, such as recapitulations like on the post from May 8th, 2019, or also an event reminder, such as the one posted on May 10th, 2019.



*Figure 37: Screenshots Facebook posts 7<sup>th</sup> and 10<sup>th</sup> of May 2019 Väckä <https://www.facebook.com/vackabcn/>*

The social media content of Väckä aims its attention towards the dishes and food they serve and sell at their restaurant but also tries to promote their workshops on the different social media outlets. The content they post usually is not indicated with a location tag but has a large image caption with information about veganism and their dishes as well with few complementary emojis. About their use of hashtags, Väckä puts many hashtags in relation to veganism, for example #veganbcn or #veganfood. In terms of their mentions, they usually refer to the photographer that creates the content for them. Väckä often responds to the comments that Facebook and Instagram users make under their images and videos, resulting in the assumption that they like to engage with their public.



Figure 38: Screenshot Instagram comment section Väckä <https://www.instagram.com/vacka42/>

### 6.11.2 Väckä: Quantitative analysis

First on Instagram, they have received a total of 723 followers over four weeks and have reduced their following number with 642 profiles less. Approximately 27.72 hashtags are being used in their captions, where the most used ones are #barcelonavegan, #veganfood and #cuisine. While they have reached 756 likes in one week, they receive on the average 62.75 comments, posting 4.25 times weekly. Väckä has an average engagement rate of 1.29 on their posts and 5.20 on their profile.

Their Facebook page has gained 20 more followers while posting content 6 times a week on the average during the analysis. In seven days, they receive 72.25 reactions and 5.75 comments. Finally, engagement rate per post is 0.32 and attains a rate of 1.33 on the profile. For Väckä as well it seems clear that the engagement on Instagram is higher, even though they are more active on their Facebook page.

In regard to their TripAdvisor reviews, they have obtained ten new “excellent”, two “very good” reviews, one “poor” and one “terrible” comment in the time period of analysis, resulting in an average rating of 4 for the restaurant. Väckä does not practice the habit to reply to all reviews and has only replied to one particular review that has been categorized as “average”.

## 6.12 Fit Kitchen

Fit Kitchen provides healthy food in their two locations and specializes in providing meal plans, as well as mentioning the calories and other food facts in their entire menu (Fit Kitchen, 2019).

### 6.1.12.1 Fit Kitchen: Qualitative analysis

Proclaiming themselves as a place that serves healthy, delicious and free from guilt in their biography on Instagram (@fitkitchenbarcelona), they only own one location in Barcelona. In terms of their story highlights, they propose different insights such as “Fit Fans”, “Meal Plans!” or “Fit Fun!”.



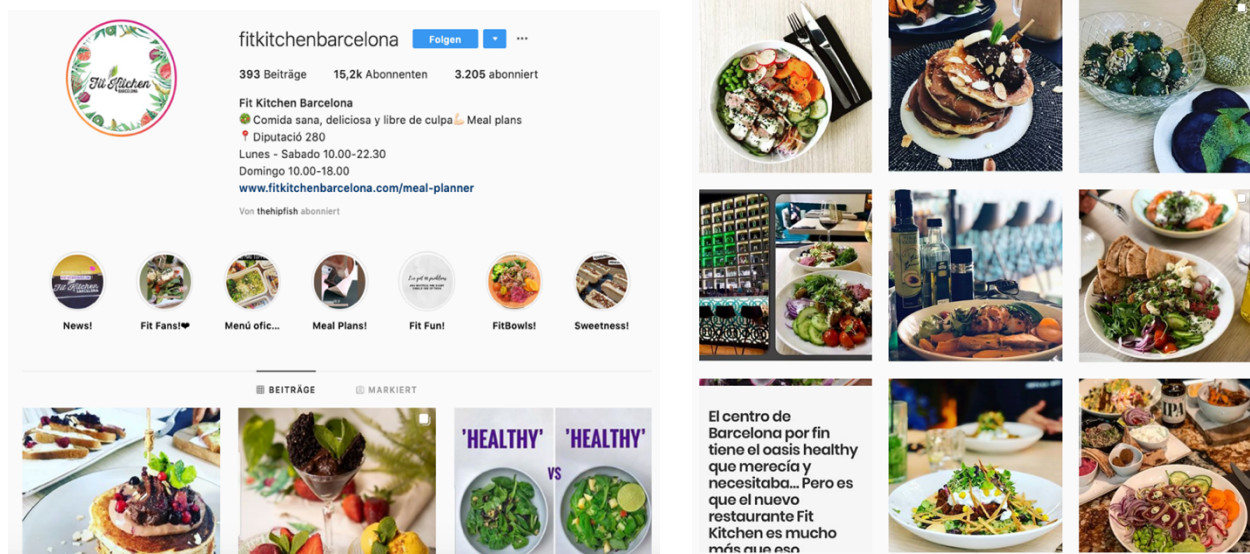


Figure 39: Instagram profile Fit Kitchen Barcelona <https://www.facebook.com/fitkitchenbarcelona/>

The feed demonstrates mainly food items they have on their menu, but also reposts of customers, quotes, and nutritional tips as seen on March 7<sup>th</sup>, 2019.



Figure 40: Screenshot Instagram post 7<sup>th</sup> of March 2019 Fit Kitchen Barcelona <https://www.instagram.com/p/BusngTNhlzc/>

Fit Kitchen indicates itself on Facebook as a healthy food restaurant. Their Facebook feed does not differ much from their Instagram, with the only difference that on Instagram much more content is posted. But nonetheless, the posts on Facebook and Instagram have, when they are posted, the same caption. The only divergence is, that on Facebook there are not any hashtags used in the caption.

Fit Kitchen Barcelona provides in general content about the dishes they serve, but few postings also show nutrition tips. When the restaurant presents their food, they tag the location with “Fit Kitchen Barcelona”, but do not add a location tag when it is not related to their dishes. The

image descriptions written mostly in English promote the different plates and drinks they offer in their location, explaining the characteristics of the ingredients. When nutrition advice is being shared, Fit Kitchen relies on elaborating the tips and asking questions to the public. Emojis are being used fairly to round up the captions, as well as many hashtags related to health like #healthylifestyle, #fitness or #healthybarcelona. Fit Kitchen Barcelona credits the owners of the pictures by mentioning their Instagram account in the caption. In terms of the comments section they seem to like most of the comments at least, and reply to few but not all of them.

#### 6.12.2 Fit Kitchen: Quantitative analysis

While having attracted 1760 new followers on Instagram over the time period of the analysis, Fit Kitchen has unfollowed 535 accounts. They post content about 1.25 times a week, using 11.58 hashtags per publication on the average, where #barcelonabrunch, #healthylifestyle and #mealprep were the most used ones. Within one week, they accumulate 338.5 likes and 5.75 comments on their Instagram. Concerning the average engagement per post, they have reached a rate of 1.07, while on their profile they have a rate of 2.04.

On Facebook, they have gained one new follower and posted 1.25 times, which suggest that they upload content at the same time as on Instagram. Engagement-wise, they receive approximately 6.25 reactions and no comments in one week of posting. Therefore, the engagement rate with 0.15 per post and 0.34 on page is significantly lower on their Facebook site.

Lastly, their TripAdvisor reviews for the Londres location lead to an average rating of 4.5, which can almost be considered “excellent”. In May, Fit Kitchen has only received one rating in the category “poor”. As seen already in few restaurant examples before, also this one does not reply to any of the reviews being made by customers.

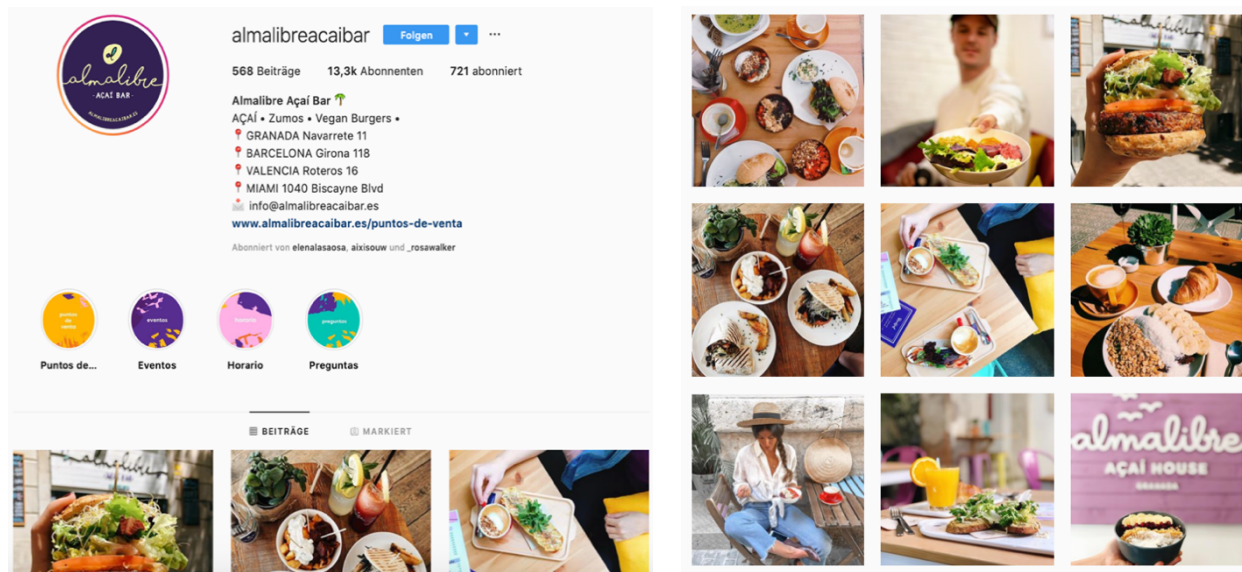
#### 6.13 Almalibre Acai Bar

The Almalibre Acai Bar has three locations in Spain: After Valencia and Granada, the third one is located in Barcelona, and they own one well as one in Miami, United States while being specialized in serving Acai bowls. Not only do is their mission to offer healthy food for their customers, but they imply that their food motivates people to achieve their goals (Almalibre Acai Bar, 2019).

##### 6.13.1 Almalibre Acai Bar: Qualitative analysis

Browsing their Instagram (@almalibreacaibar), their content focuses mainly on their menu items, but many customer pictures can be spotted as well. They have four story highlights, which mention the sale points of their acai, events they arranged, and also the opening hours and questions about the restaurant.





*Figure 41: Instagram profile Almalibre Acai Bar <https://www.instagram.com/almalibreacaibar/>*

Whileas Almalibre Acai Bar follows a similar pattern as the other restaurants on Facebook, in terms of publishing individual, but same posts on Instagram and Facebook simultaneously, Almalibre goes one step further: They also offer content material on Facebook, which cannot be found on the Instagram feed. For example, for the opening of their Granada location, they uploaded a video on Facebook, but on Instagram there is only an image visible.



*Figure 42: Screenshot Facebook post 3rd of April 2019 Almalibre Acai Bar <https://www.facebook.com/almalibreacaibar/>*

On another Facebook post, they announce the closing of their Valencia location for local holidays, which has not been published on their Instagram feed. It is supposed although because of the layout, that this information has been shared earlier through their Instagram stories.



*Figure 43: Screenshot Facebook post 3rd of April 2019 Almalibre Acai Bar*  
<https://www.facebook.com/almalibreacaibar/>

Almalibre Acai Bar on social media displays mostly their juices and dishes in different settings around their locations, but also shows their customers and employees. They do not follow a pattern in tagging the same location on their posts, since there are locations such as “Almalibre Acai Bar Barcelona”, “ECO Hostel Granada” or “Barcelona, Spain” indicated. More than often they promote their locations in the image descriptions, animating the followers to visit the restaurants, adding few emojis to the captions. Depending on the post, they sometimes add hashtags such as #acaibowl, #valenciafood or #bestacaiintown, but often omit to add them. Almalibre Acai Bar adds the mentions under their images when the customers have taken the pictures. Looking at the comment section, they do not seem to communicate with the profiles that leave a comment under their pictures.

### 6.13.2 Almalibre Acai Bar: Quantitative analysis

On Instagram, Almalibre Acai Bar have gained 319 new followers over four weeks while in total adding and unfollowing 2103 accounts. They have posted 1.25 times on the average on Facebook as well on Instagram, which suggests that they follow a very similar posting plan on both their social media platforms. The restaurant does not seem to use a lot of hashtags, resulting in an average of 1.25 hashtags per post and week. On Instagram, the restaurant

receives 284 likes and 6.75 comments in one week, and on Facebook the total is 32.5 reactions and 1 comment approximately. The average engagement rate per post on Instagram is 1.73, and for their profile it lies at 2.14, while on Facebook the average engagement rate per post is 0.34 and, on the profile, it is 0.42.

Likewise, for Almalibre Acai Bar, even though they publish the same amount of content on both platforms, they receive much more engagement on Instagram than on Facebook.

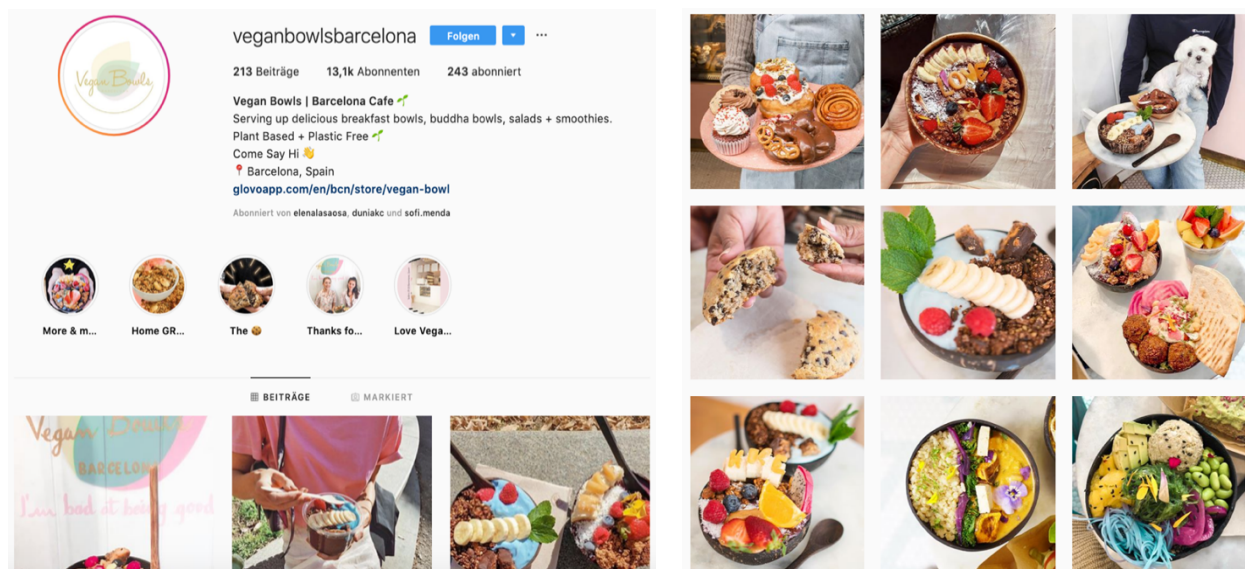
Their TripAdvisor page for the Barcelona location has only received two new reviews but has maintained the rating of 5 out of 5. Taking a closer look on the reviews, the owner of the restaurant has responded to the one review that is in the “terrible” category, apologizing for what has not been satisfying on the visit of the customer.

## 6.14 Vegan Bowls Barcelona

Vegan Bowls Barcelona is, as the name already indicates, a venue where they offer plant-based bowls, but also salads, smoothies and pastries (TripAdvisor Vegan Bowls Barcelona, 2019). This information has been retrieved from their TripAdvisor profile since they do not own a website.

### 6.14.1 Vegan Bowls Barcelona: Qualitative analysis

Referring to their Instagram site (@veganbowlsbarcelona), Vegan Bowls Barcelona presents their food mainly in bowls, sweet treats that are vegan, but also depicts some of their customers enjoying the food.



*Figure 44: Instagram profile Vegan Bowls Barcelona <https://www.instagram.com/veganbowlsbarcelona/>*

Their story highlights present a mixed variation such as “Home Granola”, or “Thanks for It”, where they demonstrate the food variations Vegan Bowls prepare, listing the ingredients of the menu items, as well as adding colorful pictures to the stories.



*Figure 45: Screenshot Instagram Highlight “Home GRANOLA” Vegan Bowls Barcelona  
<https://www.instagram.com/stories/highlights/17851599460355460/>*

On Facebook, Vegan Bowls Barcelona describes itself as a vegan / vegetarian restaurant, as well as a smoothie and juice bar. Their posts seem identical to the ones on Instagram, but on Facebook, the content uploading appears to be less frequent. In case of the description under the images, they always take over the entire caption, along with the hashtags and emojis.

Vegan Bowls Barcelona focuses on presenting the menu items they serve on their social media outlets, while regularly indicating the location tag “Vegan Bowls Barcelona” on the posts. The English captions are kept short, while sometimes explaining the dish presented, but also setting up questions such as “Who’s feeling sweet today?”. Vegan Bowls Barcelona uses few emojis on their captions and keeps it simple with a little use of hashtags like #veganbowls or #bestcookie. They mention the profiles of the customers that have taken the pictures in their captions and reply to few comments occasionally, depending on the post.

#### 6.14.2 Vegan Bowls Barcelona: Quantitative analysis

During the month of analysis, 598 profiles have started following their Instagram account, while added 9 new profiles to their following list. They upload approximately 4.5 times new content per week and at the same time they use about 6.95 hashtags on every post. Vegan Bowls Barcelona receives within a week on the average 1261 likes and 30.25 comments. As for the average engagement, they reached a rate of 0.87 per post and 5.89 for the page.

On Facebook, they have gained 18 new followers whilst also posting 4.5 times every week just like on Instagram. But they only received 12.5 reactions and one comment in seven days. In terms of their engagement per post, the rate lies at 1.08 and for their Facebook profile at 4.88.



Here it seems obvious, that while posting the same amount of content, the Instagram profile attracts more likes and comments than on Facebook.

At last, for their TripAdvisor profile, where they only have comments in the category of “excellent” and have a 5 out of 5 in the average rating, Vegan Bowls Barcelona does not seem to give an answer to the praising feedback of their customers.

## 6.15 The Juice House

The Juice House explains itself to be a venue where you can get creative and healthy food, inspired by the Caribbean and Mediterranean kitchen, while still using ingredients from the region (The Juice House, 2019).

### 6.15.1 The Juice House: Qualitative analysis

In their Instagram biography (@thejuicehouse), they mention their proper hashtag #HealthyCreativeCuisine, as well as tagging their head cook Daniela Luzzatto, who is in charge of the menu creating in The Juice House. What seems like a good idea, is that the restaurant offers their opening hours in a story highlight, which is being referred to in their profile description. Further, they have put in their e-mail address as a contact for possible collaborations and have added the link to their website.

What is interesting about their story highlights, is that they name them with hashtags, for example “#CocktailsTJH”, where they show the different cocktails they serve.

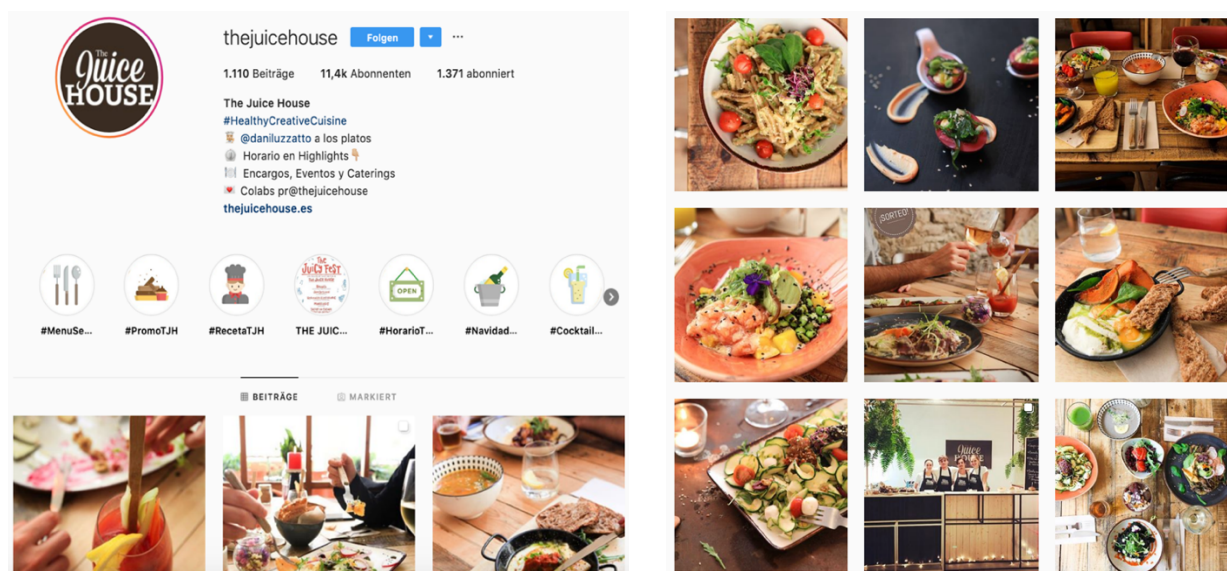


Figure 46: Instagram profile The Juice House <https://www.instagram.com/thejuicehouse/>

Their dishes are mainly being presented on wooden tables, which seems to be a recurrent theme through their Instagram feed. An example can be seen in the post of April 28<sup>th</sup>, 2019.



Figure 47: Screenshot Instagram post 28<sup>th</sup> of April 2019 The Juice House  
<https://www.instagram.com/p/Bwzw9pOHRFz/>

The Facebook page of The Juice House occurs to be very similar to their Instagram profile, posting the identical images on both platforms, with the same hashtags and captions. What is interesting, is that on Facebook The Juice House informs their customers about their weekly menu, such as on the post of May 20th 2019, which is content they do not publish on their Instagram profile.



Figure 48: Screenshot Facebook post 20<sup>th</sup> of May 2019 The Juice House  
<https://www.facebook.com/thejuicehousebcn/>



Taking a look at the social media profiles of The Juice House, it appears that they mainly distribute content with the focus on their dishes and drinks. No location tags are being used in their posts, on the other hand their rather long Spanish and English captions provide emojis that match their captions. Their captions barely contain any mentions and it seems like The Juice House sets the focus on describing, sometimes using quotes, the dishes presented in the image description. Regarding their use of hashtags, the restaurant uses different hashtags with reference to healthy food such as #healthyrecipes, #healthybarcelona or #healthycreativecuisine. In their comment section it seems that they like all the comments that are being posted under the images, but not all of them receive an answer from the restaurant.

#### 6.15.2 The Juice House: Quantitative analysis

In terms of their profile on Instagram, they have gained 183 new followers over four weeks, while unfollowing five profiles and posting 6.75 times every week. The Juice House uses roughly 15.75 hashtags per upload where the most popular were #santantoni, #bcnfood and #danielaluzzatto. Receiving 655 likes and 66.25 comments in a week, the outcome is an average engagement rate of 1.14 per post as well as 6.30 for their Instagram profile.

On Facebook, they post 6.5 times within a week, gaining an average engagement rate of 0.08 per post and 0.55 for their entire page. This is resulting through an average of 31.5 reactions and 0.5 comments in one week. While The Juice House is publishing slightly more on their Instagram account, it appears to be obvious, that on Instagram they receive much more engagement of their followers.

With reference to their TripAdvisor profile, where the restaurant has a rating of 4 points, no new reviews have been added during the month of May. The Juice House seems to focus on the “terrible” category, which is the last one, where the restaurant apologizes for customer experiences that have not been enjoyable.

### 7. Evaluation of the results

Following, there will be an evaluation of the results, where all the best practices will be mentioned, in order to create a conclusion of the do’s and don’ts for a restaurant on social media.

To resume after reviewing the qualitative and quantitative analysis of the fifteen restaurants, it seems clear that every restaurant tackles their social media presence differently. Whereas some seem to have similar or even identical posting schedules and content for both Instagram and Facebook, others appear to focus more on one platform than on the other. The following evaluation will analyze the indicators that have been used to investigate the sample, picking out the best practice cases that have done well in terms of their engagement numbers and which signals are leading to a good engagement and hence a good follower base on social media.

## 7.1 Summary of qualitative analysis

In terms of the qualitative indicators, it is a challenge to resume them into a best practices list. Therefore, the qualitative examples are oriented by the six restaurants which have received the most engagement per post or profile on the quantitative indicators which are Flax & Kale, Tropico, Almalibre Acai Bar and Vegan Bowls Barcelona for Instagram, and Honest Greens, Tropico, Almalibre Acai Bar, Vegan Bowls Barcelona for Facebook.

## 7.2 Profile description

Firstly, relating to creating a satisfying presence on social media, it seems essential to give off a thought-out profile description for potential customers to inform themselves. Since on Instagram, the biography part is prominent on top of the profile, this section focuses on resuming an ideal profile description for Instagram. What has been seen the most on the sample, is that ideally, a restaurant carries a slogan which is being mentioned as one of the first bullet points on the profile. Next, usually a restaurant carries the address of their establishment and their own hashtag(s) in the description. As a suggestion, it might be good to explain the cuisine that the restaurant serves, providing an extra point of information for the user. In addition, not only a referral to the establishment's website but also a contact form such as an e-mail address or phone number seemingly is common practice in a profile's description. If the restaurant uploads Instagram stories, it might be favorable to create story highlights for people to see content they might have missed out on until now. Organizing story highlights could also be used as an approach to present more distinct content such as for example preparing menu items or information on events and opening hours, providing more insights for the eyes of the users.

## 7.3 Subject of content

Summing up the indicators for optimizing social media posts that reach a good engagement rate, the subject of the contents is usually revolving around the dishes and drinks the restaurants offer, which makes sense since the social media accounts are there to represent what they produce and serve as a flagship of the restaurant. Therefore, the menu items are being displayed in colorful settings and lightnings, providing a focus on the ingredients they use.

The following post from Flax & Kale on May 15<sup>th</sup> 2019, which by the way has received the most engagement of all the Instagram posts in this analysis, demonstrates that, even though the image only really shows the overlook of the dish, the colors and presentation must have captured a lot of attention from their followers.

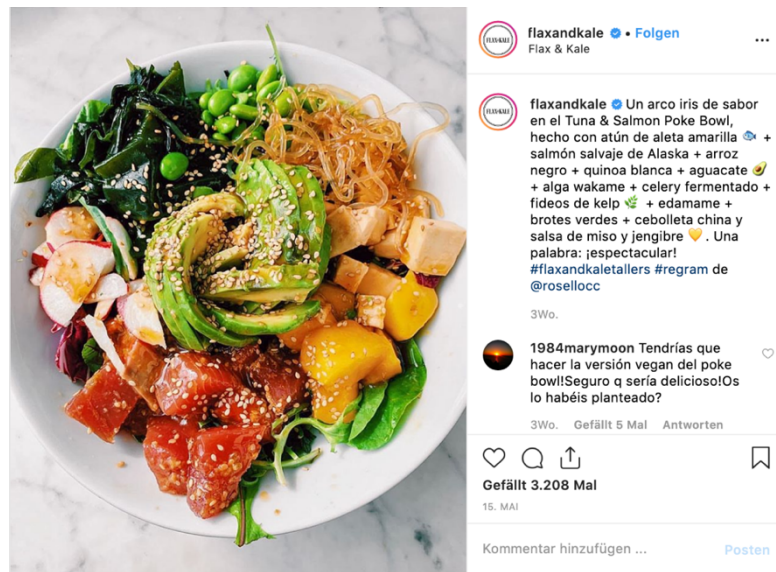
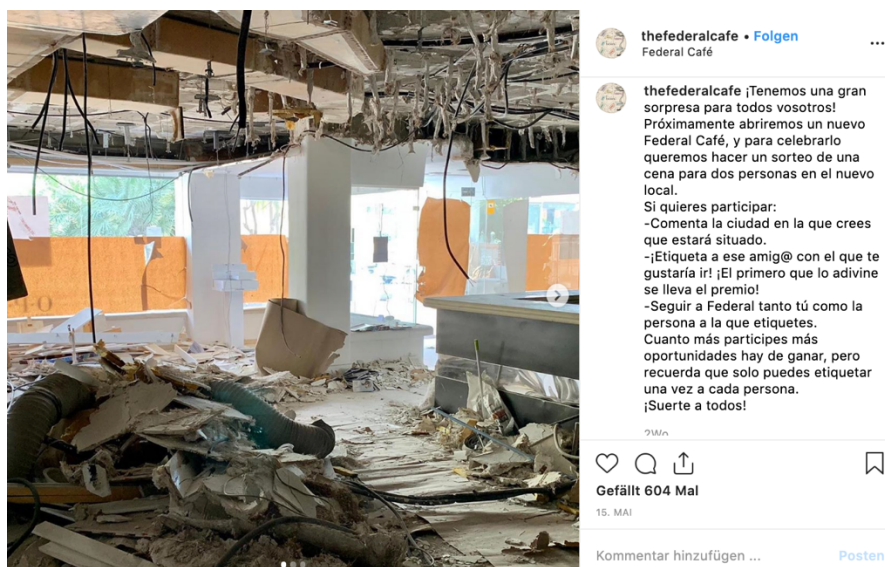


Figure 49: Screenshot Instagram post Flax & Kale May 15th 2019  
<https://www.instagram.com/p/BxevRUEIyZn/>

Especially the repost of the customers content seems to be a common habit for restaurants as well, which is understandable since this also motivates the guests to caption their visit and promotes the restaurant through the customer's lens.

As few examples in the analysis have shown, reaching a higher engagement rate on a post is being obtained by arranging a competition where users are being encouraged to tag other users under the image or video, as well as liking and commenting the image and / or following the restaurant's account, as the example of The Federal Café's post from May 15<sup>th</sup>, 2019 demonstrates. This post does not only show a convenient way to rise the engagement on the post, but as well promotes the opening of a new The Federal Café location. Interestingly enough, none of the contests that have been seen during the analysis have been shared on Facebook as well, which results in the assumption that competitions of restaurants are being kept only on Instagram.



*Figure 50: Screenshot Instagram post May 15th 2019 The Federal Café*  
<https://www.instagram.com/p/BxfhE6Xojth/>

#### 7.4 Use of Location-Tag

A fixed location tag is to be established and used, so that the customers indicate themselves on Instagram, which in turn helps people who do not know the restaurant yet to see where it is situated, as well as to see other posts from past customers unified under the location tag. This applies more in the case of Instagram, where it appears to be a common practice to specify a location. On Facebook the cases seemed to be mixed but more restaurants did not add a location, therefore it can be left out on this platform.

#### 7.5 Caption Theme

As the restaurants have shown, in order to be able to interact with the public, the captions play an important role. The captions of the content analyzed in the sample are primarily written in English language. Since reaching out to customers through asking questions and posting funny quotes or facts about the ingredients in the menu items is convincing the users to comment under the pictures and increases the interaction as well as the customer proximity. Vegan Bowls Barcelona illustrates this on the post of May 25<sup>th</sup>, 2019: While the content of the customer is being reused, they ask their followers a question and subtly still promote themselves within the caption.



*Figure 51: Screenshot Instagram post 25th of May 2019 Vegan Bowls Barcelona*  
<https://www.instagram.com/p/Bx432bEovla/>

#### 7.6 Use of Emojis

The use of emojis is definitely a common practice on the restaurants' social media outlets, making the captions more playful, as well as varied since they add a little pop of color to the

written content description. Generally speaking, the emojis are mostly food related, which makes sense since they usually fit the caption and subject of the image.

## 7.7 Use of Hashtags

With the input of hashtags under the content, each restaurant seems to have taken different measures: While few try to use the same amount on every post, other restaurants appear to apply the usage of hashtags depending on the subject of the content or, just whenever they feel like doing it. But to get an idea what the average amount of hashtags is being used by the sample, a mean of the three restaurants with the highest engagement rate per post on Instagram has been calculated. It has to be mentioned that the focus here lies on Instagram, since only the hashtags on this platform have been considered in the analysis, even though hashtags are being used on Facebook too. The function of the hashtags on Instagram is, that the posts which have mentioned the same hashtag are being resumed on a collective hashtag-page, in order of their publication time, making it more discoverable for the users (Instagram Help Center, 2019). The restaurant Trópico uses approximately 20.68, Almalibre Acai Bar 0.75 and Vegan Bowls Barcelona 6.95 hashtags per post. Notably, the hashtag number might not correlate with the engagement since the numbers are so varied, but to receive a guiding value, a calculated average of 9.46 hashtags can be considered as a reference.

## 7.8 Mentions

Even though it may not be the case for all the restaurants in the sample to mention other accounts, when it comes to reposting content which has been produced by their customers, the customer should be credited with a mention under the picture, acknowledging that the image has been taken by a real consumer. It could be an advantage for the restaurant, since it potentially motivates the visitors to take pictures since chances are there that they might be featured on the Instagram profile of the restaurant. This might be captivating for customers, especially when the restaurant has a big follower count, since then the account of the visitor possibly receives visibility as well. While this counts for Instagram, on Facebook there have not been considered any mentions since most of the times the restaurants copy and paste the captions of Instagram on Facebook where the mentions are not linked to the corresponding Instagram account. Hence, the recommendation for Facebook ends in not mentioning other accounts on their uploads, unless the Facebook originator is present on Facebook.

## 7.9 Interactions of the restaurant with Comments

Regarding the comment section, to provide an engaging environment especially on the Instagram account of a restaurant, it seems necessary to take care of what the users comment under the content. This means that, while it is good to like the comments that are being made, it gives a better impression replying with words to the comments, since it shows dedication to maintaining a relationship with the followers.



## 7.10 Content Format

In terms of the content format on Instagram, the accounts that provide the best practice cases in the analysis mainly only share images and do not involve the use of image carousels or videos on Instagram. As for the uploaded content on Facebook, the restaurants switch up more between the content formats, that is to say they use videos to an increasing degree, as well as links leading to events or their websites.

## 7.11 Summary of quantitative indicators Instagram

Continuing with the quantitative indicators on Instagram, the three restaurants with the most followers are Flax & Kale, Honest Greens and Brunch & Cake, but they do not all follow the same strategy on the platform. While they are the three restaurants with the most accumulated likes and comments on Instagram in the analysis, not all of them have gotten the highest average engagement rate per post or profile. This is interesting, given the fact that a big number of followers automatically should increase the reach of the uploads and therefore influences the engagement which supposedly should be higher because logically more people would be exposed to the content.

The three restaurants with the highest received engagement rate per post within one week are Trópico, Almalibre Acai Bar and Vegan Bowls Barcelona. Notably, the number of posting on Instagram varies between the restaurants: Whereas Trópico posts 3.5 times on the average in seven days, Almalibre Acai Bar posts 1.25 times and Vegan Bowls Barcelona 4.5 times. This suggests, that in order to earn a satisfying average engagement rate per post, the Instagram profile of a restaurant should post approximately 3.08 times in one week, which is the mean value of the three outcomes. While as Trópico uses 20.68 hashtags on the average per post, Almalibre Acai Bar uses 0.75 and Vegan Bowls 6.95, which provides the result that the prevalent use of hashtags is not necessarily a requirement to receive a good engagement rate on a post.

As a comparison, The Federal Café, The Green Spot and The Juice House have reached the lowest average engagement rate per post. Inspecting their use of hashtags and amount of posting in a week, there cannot be found a pattern that might be responsible for the low score, therefore it could have something to do with their qualitative characters, or the content they published just did not reach enough people in the given time period. For The Green Spot, the low engagement rate could potentially be influenced by not posting in the week of May 8<sup>th</sup> – May 15<sup>th</sup> 2019.

On the other hand, the restaurants The Green Spot, Fit Kitchen and Almalibre Acai Bar have received the lowest engagement rate on their Instagram profile. These results might match with the posting frequency of the restaurants, since they do not upload a lot of content compared to the other restaurants in the sample. What stands out, is while Almalibre Acai Bar has a high score of engagement rate per post, the engagement rate of the profile is seemingly low, which might have to do with the little amount of posts weekly, as it was mentioned before.

### 7.12 Summary of quantitative indicators Facebook

On the other hand, the three restaurants with the biggest average engagement rate for the profile are Flax & Kale, Trópico and Vegan Bowls Barcelona. Flax & Kale has received a rate of 7.05, Trópico a rate of 6.64, and Vegan Bowls Barcelona 9.53. While Flax & Kale is uploading 6.75 posts in one week, Trópico has a total of 3.5 posts weekly and Vegan Bowls Barcelona 4.5 posts. The mean of the three numbers advises a total of 4.91 posts in one week to reap a higher engagement rate on the Instagram profile. As for the hashtags, Flax & Kale uses 2.8, Trópico uses 20.66 and Vegan Bowls 6.95, from which it can also be taken away that the use of hashtag is not a prediction factor for a good engagement rate on the Instagram profile.

Taking a look on the indicators of Facebook, interestingly, the three profiles that have received the most reactions which are Flax & Kale, Teresa Carles and Väckä, are also the restaurants which on the average post more content on Facebook than on Instagram.

Regarding the average engagement rate per post on Facebook, the three restaurants with the highest rates are Väckä with 0.32, Almalibre Acai Bar with 0.34 and Vegan Bowls Barcelona with 1.08. Given that Väckä uploads 6 posts in a week, Almalibre Acai Bar 1.25 posts and Vegan Bowls 4.25 posts, this calculates to a mean of 3.83 posts in seven days.

The average engagement rate on the profiles is the highest for Honest Greens with 0.75, Väckä with 1.33 and Vegan Bowls with 4.88. Adding up the average number of posts within a week of the three restaurants, which is 2.25 posts for Honest Greens, 6 for Väckä and 4.5 posts for Vegan Bowls, this results in a mean of 4.25 posts in a week for a satisfying engagement rate on the entire Facebook profile.

To give a contrast to the results on Facebook, the restaurants Honest Greens, Surf House Barcelona and The Federal Café have reached the lowest engagement rate per post on Facebook. Compared to the other restaurants, the three do not have the lowest posting number or another characteristic that could explain the low number. Interestingly enough, Honest Greens has one of the lowest average engagement rates per post but one of the highest average engagement rates on their Facebook profile. The origin of these findings may lie in the fact that the users could engage with other content on Honest Greens website such as links, which are not being included in this analysis.

The lowest engagement rates of Facebook profiles are attained by the restaurants Surf House Barcelona, Trópico and The Federal Café. While as for Surf House Barcelona and The Federal Café it makes sense that their average engagement rate on the profile is low since it is low for their posts too. The restaurant Trópico however has reached a low engagement score on its profile because it did not upload any new content in three out of four weeks of the analysis.

### 7.13 TripAdvisor

Regarding the TripAdvisor profiles of the sample, a general behavior pattern is visible from the restaurants in terms of replying to the comments the visitors leave behind. Even though some do not seem to offer a feedback when reviews are being made about them, it appears like a common approach to reply with an apology when a visit has not been satisfactory and

thanking the reviewer when they praise the restaurant. At the same time, usually the restaurants have uploaded few own pictures on the profile, showing the establishment or menu items. These pictures are indicated as “photo provided by management” plus the date when the content has been added to the account. Adding own content to the profile can help to potentially give a first idea of the establishment to the potential visitor (TripAdvisor Insights, 2016).

While setting up the TripAdvisor profile, TripAdvisor suggests filling out information about the restaurant, including property description, restaurant category, price range of the menu or type of cuisine (TripAdvisor Insights, 2016). This extra data also helps the potential visitor to make the decision of visiting the restaurant or not. Interestingly, TripAdvisor gives recent reviews more importance than older reviews, which influences the popularity score of the restaurant in the ranking altogether (TripAdvisor Insights, 2018). Thus, the restaurant could encourage their customers to write newer reviews to enhance their popularity on the website.

#### 7.14 Bottom line of ideal social media presence

As a universal conclusion it can be seen on various restaurant examples that Instagram definitely is the top platform to promote a restaurant and therefore the strategy should focus on increasing the activity and interactions on this social media network. Nevertheless, Facebook should not be neglected since it appears to be a good platform as well to present food dishes and inform potential customers about the restaurant, however on Facebook it is harder to reach high engagement rates, which seems to be more common on Instagram. As already mentioned before, Twitter is not seen as an adequate social network to connect with customers and share information, which can be derived from the fact that only one out of the fifteen restaurants in the sample had an active Twitter account, which also was largely unused.

### 8. Proposal of a restaurant’s social media content plan

After having seen the different types of social media approaches the restaurants from the sample have executed, following the results of chapter 6 are being implemented to create a social media plan of four weeks for a healthy restaurant. To understand better which bullet points are essential to put the content plan into practice, the chapter summarizes the most important aspects in three tables for Instagram, Facebook and TripAdvisor. Based on the template of Eva Sanagustín, a freelance redactor specialized in content marketing (Sanagustín, 2017), this social media content plan is being created for a month of May, divided in the date of posting the content, the source, whether the content is created by the restaurant itself or has an external origin, the description of the content, the subject of the content, the audience that is being addressed, as well as the goal of the post.

The audience differs between potential customers and returning customers. While some content is directed towards both, menu dishes and the restaurant’s interior or employees are more shown to attract new customers. This has been thought out since returning customers already have seen what the establishment looks like from the inside and have already ordered from the

menu. But in the end, the content that is meant for only potential new customers should not be excluding the fact that also returning customers can be attracted by the content.

In terms of the reciprocation of the content on both social media platforms, it does not seem like an uncommon practice in the restaurant industry to upload the same content on Instagram and Facebook at the same time, which therefore is recreated in the content plan. Except when it comes to the link sharing, where Instagram does not allow to post solely links like it is possible on Facebook, there will be another image content posted on Instagram instead of the link.

What follows, is a table for every platform, which serves as a checklist that can be adhered to by a healthy restaurant to represent themselves well online. In addition, for Instagram and Facebook an ideal post example is adjoined, to visualize an optimal upload where the restaurant can comply itself with.

## Instagram

Taking the numbers of the Instagram engagement rate averages together, which is posting three times a week for a higher average engagement rate per post and almost five times a week for a higher average engagement rate of the profile, it concludes in posting four times a week for reaching an optimal average engagement rate on Instagram. With reference to the subject of the content, the restaurants of the sample tend to repost mostly the content that their customers produce, which therefore can be used as a first guideline in the subject planning. Presenting the menu items they offer seems to be a big point for the individual restaurants, as well as displaying the interior of their locations. With those examples, it can be resumed that in seven days, the content can switch up between showing new dishes of the menu, presenting the interior design of the location, and reposting the content produced by customers. To raise the interaction with the follower base a bit more, it could be good to integrate a competition once a month, where the restaurant offers a prize to the selected winners.

Instagram, four posts per week	
What content? Which frequency?	1) Image: Repost of customer content, twice a week 2) Image: Presentation of the location, such as content of seating options, the kitchen, bar, outside of restaurant, once a week 3) Image: Presentation of menu item, once a week 4) Image: Contest, where prize is connection to restaurant, once a month
What characteristics are important while posting?	1) Location Tag: Always keeping the same location tag that indicates the restaurants' position in the city 2) Caption: Ask a question to the followers, add witty / fun quote, matching to the content posted 3) Emojis: Add emojis which match the caption and content, especially food-related emojis, for example 🍷 🍴 🍰 4) Hashtags: Add hashtags that are uniquely created for the restaurant, as well as hashtags that describe the content, approximately 9 hashtags per post 5) Mentions: Do not forget to mention and credit the customer when their content is being reposted
What maintenance is important afterwards?	Reply in a friendly, engaging manner on the comments and like the comments under the uploaded content

*Figure 52: Table of recommendations for Instagram, own illustration*

As an ideal example, the following post of Vegan Bowls Barcelona of May 8<sup>th</sup>, 2019 is being demonstrated. The uploaded image shows three menu items in full effect and colors, captivating the eyes of their followers. The location tag indicates the restaurant, and the image description mentions the owner of the image with a little use of emojis. Plus, it asks a question to their followers in order to have a base of interaction with them. In addition, the hashtags are some of their own creations such as #veganbowlsbarcelona, but also describe the ingredients of the pictured items.



Figure 53: Screenshot Instagram post of May 8<sup>th</sup>, 2019 Vegan Bowls Barcelona <https://www.instagram.com/p/BxMl57-g1iY/>

## Facebook

On Facebook, the average engagement per post is indicates to upload content 3.83 times a week, and the average engagement of the profile implies to post 4.25 times a week, which leads to a mean of approximately four posts in a week, resulting in the same number as on Instagram. Since the restaurants use more variating content formats on Facebook, it is easier to diversify the uploaded content, such as a link or videos instead of an image. But the images are still the most used format, which is why the plan suggests two or three images and one video in a week of posting, as well as a link every two weeks. Since very often, the captions usually are copy and pasted from the Instagram uploads, the proposal for Facebook only focuses on the caption and the emojis, which are the most important adjustments to make, but are not obligatory. Those modifications could potentially be interesting for people who follow a restaurant on both Instagram and Facebook, since it would offer variety in the exposition of the content.

Facebook, four posts per week	
What content? Which frequency?	1) Image: Repost of customer content, twice a week 2) Image or video: Presentation of the location, such as content of seating options, the kitchen, bar, outside of restaurant, once a week 3) Image or video: Presentation of menu item, once a week 4) Link: Presentation of an event organized by the restaurant or which leads to their website for example where new menu is being presented
What characteristics are important while posting?	1) Caption: Ask a question to the followers, add witty / fun quote, matching to the content posted 2) Emojis: Add emojis which match the caption and content, especially food-related emojis, for example 🍌 🍌 🍌
What maintenance is important afterwards?	Reply in a friendly, engaging manner on the comments and like the comments under the uploaded content

Figure 54: Table of recommendations for Facebook, own illustration

Here, an ideal post is being shown in form of an image shared by Honest Greens on May 14th, 2019. Facebook features the option that you can add multiple pictures to one post, which all are displayed when being viewed on the news feed. Honest Greens offers three pictures of different dishes, putting them in focus and asking their followers which one they prefer the most. The restaurant has added a couple emojis to the caption, as well as, which is very uncommon on Facebook, a location tag.





Figure 55: Screenshot Facebook post of May 14th, 2019 Honest Greens <https://www.facebook.com/honestgreensmadrid/>

## TripAdvisor

As for TripAdvisor, firstly it seems like a necessity to provide as much information as possible for potential clients on their profile. This does not only consist of the data such as the establishment type of the restaurant or the type of cuisine they serve. Moreover, the restaurant should upload own pictures to raise the credibility of the establishment and as well having the opportunity to show the restaurant and the dishes they serve from their perspective. To make a compromise, it has been set up that every three months the pictures of the restaurant could be refreshed with new content on the profile. This step would not only show that the profile is being looked after, but it is also a chance for the restaurant to show different aspects not only from the venue but also from their menu. Since many restaurants act on the four seasons, it has come to terms that every three months the restaurant surely has recent content such as new menu items or also for example changed décor inside the establishment to show. To have a good overview to maintain the profile, the restaurant is supposed to check-in once a week in the account to reply promptly to new comments made by their customers. This would show that the restaurant cares about their customers and is open to opinions, critics or even suggestions.

TripAdvisor, check-in once a week	
What content? Which frequency?	1) When setting up the profile, uploading pictures from the venue and from menu items 2) Refresh pictures every 3 months on the platform
What maintenance is important?	Reply to criticizing comments in a respectful, apologizing manner and thank the reviewers for good comments

Figure 56: Table of recommendations for TripAdvisor, own illustration

Finally, on the following page, the full social media content plan is shown with all the characteristics that have been discussed previously. Even though TripAdvisor cannot be considered as a social media platform, it still has been inserted into the plan to have a general overview on how a typical month could look like, when having planned out an online strategy for a healthy restaurant.

Social Media Content Plan						
Date	Channel	Format	Source	Description	Subject	Audience
01.05.20xx	Instagram	Image	own content	restaurant's interior with tables and chairs	seating option for customers	potential customers
01.05.20xx	Facebook	Image	own content	restaurant's interior with tables and chairs	seating option for customers	potential customers
03.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
03.05.20xx	Facebook	Video	own content	food dish from menu	new dish for the month	potential and returning customers
05.05.20xx	Instagram	Image	own content	food dish from menu	new dish for the month	potential and returning customers
05.05.20xx	Facebook	Link	own content	link that leads to website promoting new menu	new menu available on website	potential and returning customers
07.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
07.05.20xx	Facebook	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
07.05.20xx	TripAdvisor	-	-	Answering to new reviews made by customers	-	potential and returning customers
08.05.20xx	Instagram	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
08.05.20xx	Facebook	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
10.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
10.05.20xx	Facebook	Video	own content	preparation of dishes	presentation of meal options	potential customers
12.05.20xx	Instagram	Image	own content	restaurant's kitchen or bar	presentation of establishment	potential customers
12.05.20xx	Facebook	Image	own content	restaurant's kitchen or bar	presentation of establishment	potential customers
14.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
14.05.20xx	Facebook	Image	own content	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
14.05.20xx	TripAdvisor	-	-	Answering to new reviews made by customers	-	potential and returning customers
15.05.20xx	Instagram	Image	own content	Competition announcement	Competition to win dinner	potential and returning customers
15.05.20xx	Facebook	Video	own content	food or drinks from the menu	presentation of meal options	potential and returning customers
17.05.20xx	Instagram	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
17.05.20xx	Facebook	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
19.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
19.05.20xx	Facebook	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
21.05.20xx	Instagram	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
21.05.20xx	Facebook	Link	own content	announcement of event in establishment	promoting event in restaurant	potential and returning customers
21.05.20xx	TripAdvisor	-	-	Answering to new reviews made by customers	-	potential and returning customers
22.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
22.05.20xx	Facebook	Video	own content	preparation of dishes	presentation of meal options	potential and returning customers
24.05.20xx	Instagram	Image	own content	restaurant's interior with tables and chairs	seating option for customers	potential customers
24.05.20xx	Facebook	Image	own content	restaurant's interior with tables and chairs	seating option for customers	potential customers
26.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
26.05.20xx	Facebook	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
28.05.20xx	Instagram	Image	own content	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
28.05.20xx	Facebook	Image	own content	food or drinks from the menu	presentation of meal options	potential customers
28.05.20xx	TripAdvisor	-	-	Answering to new reviews made by customers	-	potential and returning customers
29.05.20xx	Instagram	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
29.05.20xx	Facebook	Image	repost	customers picture with menu item in restaurant	repost of customers content	potential and returning customers
31.05.20xx	Instagram	Image	own content	restaurant's bar with employees	presentation of establishment	potential customers
31.05.20xx	Facebook	Image	own content	restaurant's bar with employees	presentation of establishment	potential customers

## 9. Discussion and Limitations of the written work

This written work has analyzed the social media presence of fifteen healthy restaurants in Barcelona, with regard to qualitative and quantitative indicators that have been able to be determined through their social media profiles. It turns out that Instagram and Facebook both are established platforms for restaurants to promote themselves and receive engagement and approval from the public. Even though it has been possible to draw conclusions from the analysis in terms of which characteristics and behaviors are ideal for a restaurant to receive an appropriate amount of engagement on their posts, this written work has its limitations too.

The analysis has been executed in a longitudinal study, where the same indicators have been collected over the time span of four weeks, but it might be a good idea to proceed the analysis over the course of more time, for example, over several months, if not a year, to inspect the indicators and the behavior of the restaurants on social media with more data available.

In addition, taking more indicators into account could offer a good complement to the inquiry, making it more detailed. The examples of supplementary indicators are: The time of the day when the content is being posted by the restaurant, the format of the content, which could have been examined more thoroughly, the accounts that are followed by the restaurant, the content that is being liked or even commented by the restaurants social media profiles. Furthermore, TripAdvisor could be another source of supplementary characteristics that can be analyzed, such as demographics of the evaluators, or a closer look at what the reviews say about the restaurant, or even an exploration of the uploaded photos and videos of the evaluators.

Some of the restaurants of the sample of this written work did not publish new content consistently every week during the analysis, which in that sense also had an effect on the data. This notion comes from the fact that the engagement rate cannot be high when there is no new content uploaded by the restaurant, since then public does not interact with the profile and the posts as much. Hence why for a future analysis, only restaurants could be considered for an investigation, which show a social media activity pattern without interruptions of posting.

As far as the media content goes that the restaurants post, also Instagram and Facebook stories could be taken in account for a prospective analysis, since this can potentially be an additional interaction point between the restaurant and the customers. Alternatively, the sample could have been taken for example from TripAdvisor's most popular restaurant listing in Barcelona regarding their reviews, or a different source could serve as a potential data base where the analysis can be established on. Since Barcelona has been chosen as the city where the restaurants of the investigation are located, it might be interesting to compare the results to other big Spanish cities such as Madrid, Sevilla or Bilbao and being able to make a general analysis of the social media presence of healthy restaurants in all of Spain, or even compare those to other countries. Other than that, it might also be compelling to do a social media comparison between different types of restaurants such as fast food, buffet-style, all you can eat or even food trucks. In the end it can be concluded that the subject of (healthy) restaurants and their social media presence definitely has a lot of potential for future analysis and therefore should be investigated further, since social media has a promising future not only for the restaurant sector, but also for the society in general.

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## 11. Appendix

### 11.1 Flax & Kale quantitative data

Restaurant: <b>Flax &amp; Kale</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	109275	109685	110092	110625	111214	<b>111214</b>
New Followers	-	410	507	433	589	<b>1939</b>
Total Following	166	166	166	166	166	<b>166</b>
New Following	-	-	-	-	-	-
<b>Publications and Interactions</b>						
Total Publications in time period		7	6	7	7	<b>6.75</b>
Maximum of Publications per day		2	1	2	2	<b>1.75</b>
Total Likes in time period		6621	7516	8353	8223	<b>7678.25</b>
Maximum of Likes per day		1832	2774	3674	3776	
Total of Comments		96	112	98	141	<b>111.75</b>
Maximum of Comments per day		47	60	61	97	
3 most popular hashtags		flaxandkale brunch plantbased	regram flaxandkale flaxandkale:regram	flaxandkale plantbased regram	regram flaxandkale:regram barcelona	regram flaxandkale:regram flaxandkale:passage flaxandkale:tallers
Average Hashtags per post		2.6	2.3	2.9	3.4	<b>2.8</b>
Engagement		6717	7628	8451	8364	<b>31160</b>
Average Engagement Rate / Post		0.88	1.15	1.09	1.07	<b>1.0475</b>
Average Engagement Rate / Page		6.12	6.92	7.64	7.52	<b>7.05</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	121240	121225	121225	121223	121222	<b>121222</b>
New Followers	-	-15	-	-2	-1	<b>18</b>
<b>Publications and Interactions</b>						
Total Publications in time period		8	7	7	7	<b>7.25</b>
Maximum of Publications per day		2	2	2	2	<b>2</b>
Total Reactions in time period		337	275	323	363	<b>324.5</b>
Maximum of Reactions per day		128	81	124	135	
Total of Comments		3	8	1	13	<b>6.25</b>
Maximum of Comments per day		1	7	1	12	
Shared		14	10	5	6	<b>8.75</b>
Engagement		354	293	329	382	<b>339.5</b>
Average Engagement Rate / Post		0.04	0.03	0.04	0.05	<b>0.04</b>
Average Engagement Rate / Page		0.29	0.24	0.27	0.32	<b>0.28</b>
<b>TripAdvisor</b>						
Reviews Total	5197	5209	5215	5226	5238	<b>41</b>
Rating (1-5)	4.5	4.5	4.5	4.5	4.5	<b>4.5</b>
Excellent	1255	1256	1257	1258	1263	<b>8</b>
Very Good	354	356	356	357	358	<b>4</b>
Average	106	107	107	108	108	<b>2</b>
Poor	55	55	55	55	55	-
Terrible	64	64	64	64	64	-

### 11.2 Honest Greens quantitative data

Restaurant: <b>Honest Greens</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	91459	92606	93536	94450	94943	<b>94943</b>
New Followers	-	1147	930	914	493	<b>3484</b>
Total Following	2237	2268	2310	2324	2335	<b>2335</b>
New Following	-	31	42	14	11	<b>98</b>
<b>Publications and Interactions</b>						
Total Publications in time period		3	5	3	3	<b>3.5</b>
Maximum of Publications per day		1	2	1	1	<b>2</b>
Total Likes in time period		2292	7252	1554	3528	<b>3656.5</b>
Maximum of Likes per day		1006	2433	639	1739	
Total of Comments		29	735	16	60	<b>210</b>
Maximum of Comments per day		11	486	9	28	
3 most popular hashtags		km barcelona comidasana	km0 barcelona comidasana	km0 barcelona comidasana	km0 barcelona comidasana	local barcelona comidasana
Average Hashtags / Post		22	19.2	24	24	<b>22.3</b>
Engagement		2321	7987	1570	3588	<b>15466</b>
Average Engagement Rate / Post		0.84	1.71	0.55	1.26	<b>1.09</b>
Average Engagement Rate / Page		2.51	8.54	1.66	3.78	<b>4.1225</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	6640	6719	6719	6901	7032	<b>7032</b>
New Followers	-	79	-	96	131	<b>306</b>
<b>Publications and Interactions</b>						
Total Publications in time period		3	3	2	1	<b>2.25</b>
Maximum of Publications per day		1	1	1	1	<b>0.25</b>
Total Reaction in time period		30	82	55	7	<b>43.5</b>
Maximum of Reactions per day		16	49	40	7	
Total of Comments		2	6	0	0	<b>2</b>
Maximum of Comments per day		2	6	0	0	
Shared		4	13	3	0	<b>5</b>
Engagement		36	101	58	7	<b>50.5</b>
Average Engagement Rate / Post		0.18	0.5	0.42	0.1	<b>0.3</b>
Average Engagement Rate / Page		0.54	1.5	0.84	0.1	<b>0.745</b>
<b>TripAdvisor</b>						
Reviews Total	55	59	61	64	67	<b>12</b>
Rating (1-5)	4.5	4.5	4.5	4.5	4.5	<b>4.5</b>
Excellent	12	12	12	14	14	<b>2</b>
Very Good	4	5	5	5	5	<b>1</b>
Average	1	1	1	1	1	-
Poor	0	0	0	0	0	-
Terrible	0	0	0	0	0	-

## 11.3 Brunch & Cake quantitative data

Restaurant: Brunch and Cake	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	79840	80526	81553	82111	82714	<b>82714</b>
New Followers	-	686	977	451	603	<b>2717</b>
Total Following	775	795	639	606	807	<b>807</b>
New Following	-	20	-156	-33	101	<b>32</b>
<b>Publications and Interactions</b>						
Total Publications in time period		4	6	6	6	<b>5.5</b>
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		3346	5351	6332	5611	<b>5160</b>
Maximum of Likes per day		1159	1888	1630	1219	
Total of Comments		54	99	78	73	<b>76</b>
Maximum of Comments per day		26	55	22	20	
3 most popular hashtags		brunchandcake	brunchandcake	brunchandcake	brunchandcake	<b>brunchandcake</b>
		brunchandcafe	brunchandcafe	brunchandcafe	brunchandcafe	<b>brunchandcafe</b>
		brunchandcafe	brunchandcafe	brunchandcafe	brunchandcafe	<b>brunchandcafe</b>
Average Hashtags / Post		7.3	4.2	5.2	3.5	<b>5.05</b>
Engagement		3400	5450	6410	5684	<b>5236</b>
Average Engagement Rate / Post		1.06	1.11	1.3	1.15	<b>1.155</b>
Average Engagement Rate / Page		4.22	6.68	7.81	6.87	<b>6.395</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	147503	14781	147464	147449	147423	<b>147423</b>
New Followers	-	-22	-17	-13	-26	<b>-80</b>
<b>Publications and Interactions</b>						
Total Publications in time period		0	0	0	0	<b>0</b>
Maximum of Publications per day		0	0	0	0	<b>0</b>
Total Likes in time period		0	0	0	0	<b>0</b>
Maximum of Likes per day		0	0	0	0	<b>0</b>
Total of Comments		0	0	0	0	<b>0</b>
Maximum of Comments per day		0	0	0	0	<b>0</b>
Shared		0	0	0	0	<b>0</b>
Engagement		0	0	0	0	<b>0</b>
Average Engagement Rate / Post		0	0	0	0	<b>0</b>
Average Engagement Rate / Page		0	0	0	0	<b>0</b>
<b>TripAdvisor</b>						
Reviews Total	2653	2661	2666	2672	2681	<b>28</b>
Rating (1-5)	4	4	4	4	4	<b>4</b>
Excellent	871	875	880	882	884	<b>13</b>
Very Good	319	320	320	320	323	<b>4</b>
Average	120	120	120	120	120	<b>-</b>
Poor	64	64	64	65	65	<b>1</b>
Terrible	74	74	74	74	75	<b>1</b>

## 11.4 Teresa Carles quantitative data

Restaurant: Teresa Carles	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	52906	53002	53135	53229	53290	<b>53290</b>
New Followers	-	96	135	94	61	<b>386</b>
Total Following	191	191	190	190	190	<b>190</b>
New Following	-	-	-1	-	-	<b>-1</b>
<b>Publications and Interactions</b>						
Total Publications in time period		4	4	5	4	<b>4.25</b>
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		2574	2604	2598	2692	<b>2617</b>
Maximum of Likes per day		837	801	624	862	
Total of Comments		39	26	27	20	<b>28</b>
Maximum of Comments per day		15	12	11	9	
3 most popular hashtags		teresacarles	teresacarles	teresacarles	teresacarles	<b>teresacarles</b>
		-	-	greenpacho	-	<b>greenpacho</b>
		-	-	teresacarles	-	<b>teresacarles</b>
Average Hashtags / Post		1	1	1.2	1	<b>1.05</b>
Engagement		2613	2630	2625	2712	<b>2645</b>
Average Engagement Rate / Post		1.23	1.24	0.99	1.27	<b>1.1825</b>
Average Engagement Rate / Page		4.93	4.95	4.93	5.09	<b>4.975</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	128298	128287	128287	128226	128201	<b>128201</b>
New Followers	-	-11	-	-47	-25	<b>-97</b>
<b>Publications and Interactions</b>						
Total Publications in time period		5	5	6	5	<b>5.25</b>
Maximum of Publications per day		2	2	2	2	
Total Reactions in time period		231	293	266	295	<b>271.25</b>
Maximum of Reactions per day		95	119	58	96	
Total of Comments		10	11	5	16	<b>10.5</b>
Maximum of Comments per day		3	6	2	10	
Shared		15	13	15	21	<b>16</b>
Engagement		256	317	286	332	<b>297.75</b>
Average Engagement Rate / Post		0.04	0.05	0.04	0.05	<b>0.045</b>
Average Engagement Rate / Page		0.2	0.25	0.22	0.26	<b>0.2325</b>
<b>TripAdvisor</b>						
Reviews Total	4792	4798	4800	4809	4815	<b>23</b>
Rating (1-5)	4.5	4.5	4.5	4.5	4.5	<b>4.5</b>
Excellent	1449	1451	1451	1452	1455	<b>6</b>
Very Good	347	348	349	351	352	<b>5</b>
Average	100	100	100	100	100	<b>-</b>
Poor	46	46	46	46	46	<b>-</b>
Terrible	33	33	33	33	33	<b>-</b>



## 11.5 Surf House Barcelona quantitative data

Restaurant: Surf House Barcelona	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	31711	31740	31758	31837	31875	31875
New Followers	-	23	18	79	38	158
Total Following	241	241	244	244	245	245
New Following	-	-	3	-	1	4
<b>Publications and Interactions</b>						
Total Publications in time period		2	2	3	2	2.25
Maximum of Publications per day		1	1	1	1	1
Total Likes in time period		530	490	1508	435	740.75
Maximum of Likes per day		366	368	601	321	
Total of Comments		15	3	262	7	71.75
Maximum of Comments per day		14	2	241	7	
3 most popular hashtags		surfhousebar	-	surfhousebar	surfhousebar	surfhousebarcelona
		-	-	-	-	-
		-	-	-	-	-
Average Hashtags / Post		1	0	1	0.5	0.625
Engagement		545	493	1170	442	662.5
Average Engagement Rate / Post		0.86	0.78	1.85	0.69	1.045
Average Engagement Rate / Page		1.72	1.55	5.56	1.39	2.555
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	28420	28420	28462	28480	28504	28504
New Followers	-	-	25	18	24	84
<b>Publications and Interactions</b>						
Total Publications in time period		3	2	3	2	2.5
Maximum of Publications per day		2	1	1	1	
Total Reactions in time period		26	17	22	11	19
Maximum of Reactions per day		13	17	11	7	
Total of Comments		1	0	0	0	0.25
Maximum of Comments per day		1	0	0	0	
Shared		0	0	0	0	0
Engagement		27	17	22	11	19.25
Average Engagement Rate / Post		0.03	0.03	0.03	0.02	0.0275
Average Engagement Rate / Page		0.1	0.06	0.08	0.04	0.07
<b>TripAdvisor</b>						
Reviews Total	913	919	925	930	932	19
Rating (1-5)	4	4	4	4	4	4
Excellent	156	156	157	158	158	2
Very Good	77	77	77	77	78	1
Average	41	42	42	42	42	1
Poor	13	13	13	13	13	-
Terrible	24	24	24	24	24	-

## 11.6 Tropico quantitative data

Restaurant: Trópico	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	29551	29662	29680	29781	29854	29854
New Followers	-	49	18	101	73	241
Total Following	7409	7421	7440	7436	7445	7445
New Following	-	12	19	-4	11	36
<b>Publications and Interactions</b>						
Total Publications in time period		2	3	5	4	3.5
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		977	2385	2720	1681	1940.75
Maximum of Likes per day		502	1074	1217	540	
Total of Comments		19	54	44	26	35.75
Maximum of Comments per day		14	38	27	9	
3 most popular hashtags		joy	tropicobcn	barcelonares live	tropicobcn	tropicobcn
		barcelonares smile	brunchbarcel	barcelonares	bcnfoodies	bcnfoodies
		brunchbarcel banana	brunchlover	brunchbarcel	brunchbarcelona	brunchbarcelona
Average Hashtags / Post		24	8.7	25	25	20.675
Engagement		996	2439	2764	1707	1976.5
Average Engagement Rate / Post		1.68	2.74	1.86	1.43	1.9275
Average Engagement Rate / Page		3.36	8.22	9.28	5.72	6.645
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	9698	9698	9705	9734	9736	9736
New Followers	-	-	3	29	2	38
<b>Publications and Interactions</b>						
Total Publications in time period		1	0	0	0	0.25
Maximum of Publications per day		1	0	0	0	
Total Reaction in time period		18	0	0	0	4.5
Maximum of Reactions per day		18	0	0	0	
Total of Comments		0	0	0	0	0
Maximum of Comments per day		0	0	0	0	
Shared		2	0	0	0	0.5
Engagement		20	0	0	0	5
Average Engagement Rate / Post		0.21	0	0	0	0.0525
Average Engagement Rate / Page		0.21	0	0	0	0.0525
<b>TripAdvisor</b>						
Reviews Total	475	475	476	479	479	4
Rating (1-5)	4	4	4	4	4	4
Excellent	68	68	69	70	70	2
Very Good	36	36	36	37	37	1
Average	20	20	20	20	20	-
Poor	8	8	8	8	8	-
Terrible	4	4	4	4	4	-

## 11.7 The Federal Café quantitative data

Restaurant: <b>Federal Café</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	23274	23370	23549	23727	23877	<b>23877</b>
New Followers	-	96	179	178	150	<b>603</b>
Total Following	1230	1230	1405	1570	1589	<b>1589</b>
New Following	-	-	175	165	19	<b>359</b>
<b>Publications and Interactions</b>						
Total Publications in time period		4	3	4	2	<b>3.25</b>
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		802	617	1263	405	<b>771.75</b>
Maximum of Likes per day		322	258	575	270	
Total of Comments		9	7	163	4	<b>45.75</b>
Maximum of Comments per day		4	6	141	4	
3 most popular hashtags	-	-	-	-	-	-
	-	-	-	-	-	-
	-	-	-	-	-	-
Average Hashtags / Post		0	0	0	0	<b>0</b>
Engagement		811	624	1426	409	<b>817.5</b>
Average Engagement Rate / Post		0.87	0.88	1.5	0.86	<b>1.0275</b>
Average Engagement Rate / Page		3.47	2.65	6.01	1.71	<b>3.46</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	23756	23787	23801	23801	23848	<b>23848</b>
New Followers	-	31	14	-	25	<b>92</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	3	3	3	<b>2.5</b>
Maximum of Publications per day		1	1	1	1	
Total Reactions in time period		2	17	29	28	<b>19</b>
Maximum of Reactions per day		2	10	13	14	
Total of Comments		1	2	1	1	<b>1.25</b>
Maximum of Comments per day		1	1	1	1	
Shared		0	2	3	3	<b>2</b>
Engagement		3	21	33	32	<b>22.25</b>
Average Engagement Rate / Post		0.01	0.03	0.05	0.04	<b>0.0325</b>
Average Engagement Rate / Page		0.01	0.09	0.14	0.13	<b>0.0925</b>
<b>TripAdvisor</b>						
Reviews Total	990	992	993	996	1000	<b>10</b>
Rating (1-5)	3.5	3.5	3.5	3.5	3.5	<b>3.5</b>
Excellent	179	179	179	180	181	<b>2</b>
Very Good	138	138	138	138	139	<b>1</b>
Average	54	54	54	54	55	<b>1</b>
Poor	39	39	40	40	40	<b>1</b>
Terrible	69	69	69	69	69	<b>-</b>

## 11.8 The Green Spot quantitative data

Restaurant: <b>The Green Spot</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	22026	22194	22284	22284	22304	<b>22304</b>
New Followers	-	168	90	0	20	<b>278</b>
Total Following	115	116	116	117	118	<b>118</b>
New Following	-	1	-	1	1	<b>3</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	0	3	2	<b>1.5</b>
Maximum of Publications per day		2	0	1	1	
Total Likes in time period		72	0	430	667	<b>1169</b>
Maximum of Likes per day		72	0	221	384	
Total of Comments		4	0	4	37	<b>45</b>
Maximum of Comments per day		4	0	3	33	
3 most popular hashtags		thespotbarce - veggiefornor - veggieforveg -	thespotbarce veggiefornor - veggieforveg	encompaniedel thespotbarcelo veggieforveg	thespotbarcelona veggieforveggies encompaniedelobos	
Average Hashtags / Post		3	0	5.3	6.5	<b>3.7</b>
Engagement		76	0	434	704	<b>303.5</b>
Average Engagement Rate / Post		0.34	0	0.65	1.58	<b>0.6425</b>
Average Engagement Rate / Page		0.34	0	1.95	3.16	<b>1.3625</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	6211	6211	6218	6225	6238	<b>6238</b>
New Followers	-	-	7	7	13	<b>27</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	0	1	1	<b>0.75</b>
Maximum of Publications per day		1	0	1	1	
Total Reactions in time period		9	0	14	38	<b>15.25</b>
Maximum of Reactions per day		9	0	14	38	
Total of Comments		0	0	1	0	<b>0.25</b>
Maximum of Comments per day		0	0	1	0	
Shared		0	0	0	1	<b>0.25</b>
Engagement		9	0	15	39	<b>15.75</b>
Average Engagement Rate / Post		0.14	0	0.24	0.63	<b>0.2525</b>
Average Engagement Rate / Page		0.14	0	0.24	0.63	<b>0.2525</b>
<b>TripAdvisor</b>						
Reviews Total	620	624	628	630	631	<b>11</b>
Rating (1-5)	4	4	4	4	4	<b>4</b>
Excellent	114	116	117	117	117	<b>3</b>
Very Good	43	43	43	43	43	<b>-</b>
Average	28	28	28	28	28	<b>-</b>
Poor	7	7	8	8	8	<b>1</b>
Terrible	11	11	11	11	11	<b>-</b>

## 11.9 Green & Berry quantitative data

Restaurant: <b>Green &amp; Berry</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	19585	19655	19739	19783	19836	<b>19836</b>
New Followers	-	70	84	44	53	<b>251</b>
Total Following	4	4	4	4	4	<b>4</b>
New Following	-	-	-	-	-	-
<b>Publications and Interactions</b>						
Total Publications in time period		3	5	3	3	<b>3.5</b>
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		567	993	798	472	<b>707.5</b>
Maximum of Likes per day		229	256	377	200	
Total of Comments		11	36	18	8	<b>18.25</b>
Maximum of Comments per day		5	13	12	4	
3 most popular hashtags		greenandber	greenandber	greenandber	greenandber	<b>greenandberry</b>
	-	breakfastlow	-	-	-	<b>breakfastlovers</b>
	-	vegansweets	-	-	-	<b>vegansweets</b>
Average Hashtags / Post		1	1.4	1	1	<b>1.1</b>
Engagement		578	1029	816	480	<b>725.75</b>
Average Engagement Rate / Post		0.98	1.04	1.38	0.81	<b>1.0525</b>
Average Engagement Rate / Page		2.94	5.21	4.13	2.42	<b>3.675</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	5743	5742	5739	5735	5734	<b>5734</b>
New Followers	-	-1	-3	-4	-1	<b>-9</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	3	0	2	<b>1.5</b>
Maximum of Publications per day		1	1	0	1	
Total Reactions in time period		10	31	0	30	<b>17.75</b>
Maximum of Reactions per day		10	24	0	21	
Total of Comments		0	1	0	0	<b>0.25</b>
Maximum of Comments per day		0	1	0	0	
Shared		0	0	0	0	<b>0</b>
Engagement		10	32	0	30	<b>18</b>
Average Engagement Rate / Post		0.17	0.19	0	0.26	<b>0.155</b>
Average Engagement Rate / Page		0.17	0.56	0	0.52	<b>0.3125</b>
<b>TripAdvisor</b>						
Reviews Total	178	178	178	179	179	<b>1</b>
Rating (1-5)	3.5	3.5	3.5	3.5	3.5	<b>3.5</b>
Excellent	22	22	22	22	22	<b>-</b>
Very Good	9	9	9	9	9	<b>-</b>
Average	8	8	8	8	8	<b>-</b>
Poor	3	3	3	3	3	<b>-</b>
Terrible	5	5	5	5	5	<b>-</b>

## 11.10 The Hip Fish quantitative data

Restaurant: <b>The Hip Fish</b>	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	16758	17100	17121	17264	17487	<b>17487</b>
New Followers	-	64	21	143	223	<b>451</b>
Total Following	6051	5701	5856	6410	5571	<b>5571</b>
New Following	-	350	155	554	-839	<b>480</b>
<b>Publications and Interactions</b>						
Total Publications in time period		3	3	5	3	<b>3.5</b>
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		1041	432	1339	749	<b>890.25</b>
Maximum of Likes per day		531	194	339	338	
Total of Comments		39	11	32	21	<b>25.75</b>
Maximum of Comments per day		26	4	8	12	
3 most popular hashtags	-	-	pokepornbcn	pokepornbcn	-	<b>pokepornbcn</b>
	-	-	-	-	-	<b>-</b>
	-	-	-	-	-	<b>-</b>
Average Hashtags / Post		0	0.3	0.2	0	<b>0.125</b>
Engagement		1080	443	1371	770	<b>916</b>
Average Engagement Rate / Post		2.11	0.86	1.59	1.47	<b>1.5075</b>
Average Engagement Rate / Page		6.32	2.59	7.94	4.4	<b>5.3125</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	2320	2319	2320	2323	2326	<b>2326</b>
New Followers	-	-1	1	3	3	<b>6</b>
<b>Publications and Interactions</b>						
Total Publications in time period		0	0	1	0	<b>0.25</b>
Maximum of Publications per day		0	0	1	0	
Total Reactions in time period		0	0	9	0	<b>2.25</b>
Maximum of Reactions per day		0	0	9	0	
Total of Comments		0	0	1	0	<b>2.25</b>
Maximum of Comments per day		0	0	1	0	
Shared		0	0	0	0	<b>0</b>
Engagement		0	0	10	0	<b>2.5</b>
Average Engagement Rate / Post		0	0	0.43	0	<b>0.1075</b>
Average Engagement Rate / Page		0	0	0.43	0	<b>0.1075</b>
<b>TripAdvisor</b>						
Reviews Total	128	128	128	128	128	<b>-</b>
Rating (1-5)	4	4	4	4	4	<b>4</b>
Excellent	27	27	27	27	27	<b>-</b>
Very Good	8	8	8	8	8	<b>-</b>
Average	2	2	2	2	2	<b>-</b>
Poor	4	4	4	4	4	<b>-</b>
Terrible	0	0	0	0	0	<b>-</b>

## 11.11 Väcka quantitative data

Restaurant: **Väcka**

	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	15512	15544	15810	15842	15883	<b>15883</b>
New Followers	-	32	268	32	391	<b>723</b>
Total Following	6032	6045	5687	5459	5390	<b>5390</b>
New Following	-	13	-358	-228	-69	<b>642</b>
<b>Publications and Interactions</b>						
Total Publications in time period	5	3	6	3		<b>4.25</b>
Maximum of Publications per day	1	1	1	1		
Total Likes in time period	838	857	921	408		<b>756</b>
Maximum of Likes per day	210	386	359	167		
Total of Comments	58	120	50	23		<b>62.75</b>
Maximum of Comments per day	29	73	21	17		
3 most popular hashtags	cuisine	organicbcb	barcelonaveg	barcelonaveg		<b>barcelonavegan</b>
	veganfood	barcelonaeat	organic	veganfood		<b>veganfood</b>
	veganbarcelc	cuisine	veganbarcelc	barcelonaeat		<b>cuisine</b>
Average Hashtags / Post	26.4	28.3	28.2	28		<b>27.725</b>
Engagement	896	977	971	431		<b>818.75</b>
Average Engagement Rate / Post	1.15	2.06	1.02	0.91		<b>1.285</b>
Average Engagement Rate / Page	5.76	6.18	6.13	2.71		<b>5.195</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	6692	6693	6701	6704	6712	<b>6712</b>
New Followers	-	1	8	3	8	<b>20</b>
<b>Publications and Interactions</b>						
Total Publications in time period	11	5	4	4		<b>6</b>
Maximum of Publications per day	2	1	1	2		
Total Reactions in time period	41	116	15	117		<b>72.25</b>
Maximum of Reactions per day	38	88	7	91		
Total of Comments	0	11	0	12		<b>5.75</b>
Maximum of Comments per day	0	7	0	12		
Shared	5	26	2	12		<b>11.25</b>
Engagement	46	153	17	14		<b>57.5</b>
Average Engagement Rate / Post	0.23	0.46	0.06	0.53		<b>0.32</b>
Average Engagement Rate / Page	0.69	2.28	0.25	2.1		<b>1.33</b>
<b>TripAdvisor</b>						
Reviews Total	125	125	125	126	126	<b>1</b>
Rating (1-5)	4	4	4.5	4.5	4.5	<b>4.3</b>
Excellent	19	19	28	29	29	<b>10</b>
Very Good	4	4	6	6	6	<b>2</b>
Average	3	3	3	3	3	<b>-</b>
Poor	0	0	1	1	1	<b>1</b>
Terrible	0	0	1	1	1	<b>1</b>

## 11.12 Fit Kitchen quantitative data

Restaurant: **Fit Kitchen**

	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	14121	16332	16675	16922	17219	<b>17219</b>
New Followers	-	888	328	247	297	<b>440</b>
Total Following	3295	3439	2780	2831	2760	<b>2760</b>
New Following	-	144	-659	51	-71	<b>535</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	0	3	1	<b>1.25</b>
Maximum of Publications per day		1	0	1	1	
Total Likes in time period		209	0	979	166	<b>338.5</b>
Maximum of Likes per day		209	0	354	166	
Total of Comments		5	0	12	6	<b>5.75</b>
Maximum of Comments per day		5	-	5	6	
3 most popular hashtags		fitnessbarcel	barcelonabru	healthylifesc	barcelonabru	<b>barcelonabru</b>
		barcelonabru	healthylifesc	barcelonabru	healthylifesc	<b>healthylifesc</b>
		barcelonafoc	barcelonafit	brunch	mealprep	<b>mealprep</b>
Average Hashtags / Post		16	0	15.3	15	<b>11.575</b>
Engagement		214	0	991	172	<b>344.25</b>
Average Engagement Rate / Post		1.31	0	1.95	1	<b>1.065</b>
Average Engagement Rate / Page		1.31	0	5.86	1	<b>2.0425</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	1848	1849	1848	1849	1849	<b>1849</b>
New Followers	-	1	-1	1	-	<b>1</b>
<b>Publications and Interactions</b>						
Total Publications in time period		1	0	3	1	<b>1.25</b>
Maximum of Publications per day		1	0	1	1	
Total Reactions in time period		3	0	21	1	<b>6.25</b>
Maximum of Reactions per day		3	0	10	1	
Total of Comments		0	0	0	0	<b>0</b>
Maximum of Comments per day		0	0	0	0	
Shared		0	0	0	0	
Engagement		3	0	21	1	<b>5.5</b>
Average Engagement Rate / Post		0.16	0	0.38	0.05	<b>0.1475</b>
Average Engagement Rate / Page		0.16	0	1.14	0.05	<b>0.3375</b>
<b>TripAdvisor</b>						
Reviews Total	80	80	81	84	84	<b>4</b>
Rating (1-5)	4.5	4.5	4.5	4.5	4.5	<b>4.5</b>
Excellent	19	19	19	19	19	<b>-</b>
Very Good	7	7	7	7	7	<b>-</b>
Average	0	0	0	0	0	<b>-</b>
Poor	1	1	1	2	2	<b>1</b>
Terrible	5	5	5	5	5	<b>-</b>

## 11.13 Almalibre Acai Bar quantitative data

Restaurant: Almalibre Acai Bar	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	13357	13435	13504	13577	13681	13681
New Followers	-	78	64	73	104	319
Total Following	721	721	721	2821	718	718
New Following	-	-	-	2100	-2103	-3
<b>Publications and Interactions</b>						
Total Publications in time period		1	1	2	1	1.25
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		144	220	494	338	284
Maximum of Likes per day		144	220	323	338	
Total of Comments		2	10	11	4	6.75
Maximum of Comments per day		2	10	9	4	
3 most popular hashtags	-	-	almalibreaca	-	almalibreacaibar	
	-	-	almalibreaca	-	almalibreacaihouse	
	-	-	almalibregra	-	almalibregranada	
Average Hashtags / Post		0	0	3	0	0.75
Engagement		146	230	445	342	290.75
Average Engagement Rate / Post		1.09	1.7	1.64	2.5	1.7325
Average Engagement Rate / Page		1.09	1.7	3.28	2.5	2.1425
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	8379	8381	8381	8388	8388	8388
New Followers	-	2	-	5	-	9
<b>Publications and Interactions</b>						
Total Publications in time period		1	1	2	1	1.25
Maximum of Publications per day		1	1	1	1	
Total Reactions in time period		18	29	55	28	32.5
Maximum of Reactions per day		18	29	38	28	
Total of Comments		0	4	0	0	1
Maximum of Comments per day		0	4	0	0	
Shared		19	34	58	30	1.75
Engagement		19	34	58	30	35.25
Average Engagement Rate / Post		0.23	0.41	0.35	0.36	0.3375
Average Engagement Rate / Page		0.23	0.41	0.69	0.36	0.4225
<b>TripAdvisor</b>						
Reviews Total	77	77	79	79	79	2
Rating (1-5)	5	5	5	5	5	5
Excellent	17	17	17	17	17	-
Very Good	1	1	1	1	1	-
Average	0	0	0	0	0	-
Poor	0	0	0	0	0	-
Terrible	1	1	1	1	1	-

## 11.14 Vegan Bowls Barcelona quantitative data

Restaurant: Vegan Bowls Barcelona	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	13139	13367	13513	13638	13775	13775
New Followers	-	228	141	125	104	636
Total Following	244	247	250	251	253	253
New Following	-	3	3	1	2	9
<b>Publications and Interactions</b>						
Total Publications in time period		5	5	4	4	4.5
Maximum of Publications per day		1	1	1	1	
Total Likes in time period		1481	1485	1008	1070	1261
Maximum of Likes per day		368	557	444	555	
Total of Comments		43	32	28	18	30.25
Maximum of Comments per day		15	16	16	9	
3 most popular hashtags		veganbowls	veganbowls	barcelona	veganbowls	veganbowlsbarcelona
		veganbowls	acaibowls	veganbowls	veganbowl	vegan
		coconutbowl	barcelona	vegan	coconutbowl	bowls
Average Hashtags / Post		8.8	10.2	5.5	3.3	6.95
Engagement		1524	1517	1036	1088	1291.25
Average Engagement Rate / Post		2.28	2.25	1.9	1.98	2.1025
Average Engagement Rate / Page		11.4	11.23	7.6	7.9	9.5325
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	289	292	292	301	307	307
New Followers	-	3	-	6	6	18
<b>Publications and Interactions</b>						
Total Publications in time period		5	5	4	4	4.5
Maximum of Publications per day		1	1	2	1	
Total Reactions in time period		12	15	10	13	12.5
Maximum of Reactions per day		3	5	5	6	
Total of Comments		1	1	2	0	1
Maximum of Comments per day		1	1	2	0	
Shared		1	3	0	0	
Engagement		14	19	12	13	58
Average Engagement Rate / Post		0.96	1.3	1	1.06	1.08
Average Engagement Rate / Page		4.79	6.51	3.99	4.23	4.88
<b>TripAdvisor</b>						
Reviews Total	17	17	17	17	19	2
Rating (1-5)	5	5	5	5	5	5
Excellent	10	10	10	10	11	1
Very Good	0	0	0	0	0	-
Average	0	0	0	0	0	-
Poor	0	0	0	0	0	-
Terrible	0	0	0	0	0	-



## 11.15 The Juice House quantitative data

Restaurant: The Juice House	01.05.19	08.05.19	15.05.19	22.05.19	29.05.19	Total
<b>Instagram</b>						
<b>Profile</b>						
Total Followers	11421	11440	11446	11468	11479	<b>11479</b>
New Followers	-	19	5	22	137	<b>183</b>
Total Following	1371	1370	1369	1368	1366	<b>1366</b>
New Following	-	-1	-1	-1	-2	<b>-5</b>
<b>Publications and Interactions</b>						
Total Publications in time period		5	8	7	7	<b>6.75</b>
Maximum of Publications per day		1	2	1	1	
Total Likes in time period		419	790	718	693	<b>655</b>
Maximum of Likes per day		127	177	153	196	
Total of Comments		17	205	19	24	<b>66.25</b>
Maximum of Comments per day		6	5	9	21	
3 most popular hashtags		healthyfood bcnfood danielaluzatt	santantoni bcnfood danielaluzatt	santantoni bcnfood danielaluzatt	flexitarian barcelona bcnfood	santantoni bcnfood danielaluzatto
Average Hashtags / Post		12.6	15.1	17.3	18	<b>15.75</b>
Engagement		436	810	737	717	<b>675</b>
Average Engagement Rate / Post		0.76	0.89	0.92	0.89	<b>0.865</b>
Average Engagement Rate / Page		3.81	7.08	6.43	6.25	<b>5.8925</b>
<b>Facebook</b>						
<b>Profile</b>						
Total Followers	6051	6054	6055	6054	6057	<b>6057</b>
New Followers	-	3	1	-1	3	<b>6</b>
<b>Publications and Interactions</b>						
Total Publications in time period		2	7	9	8	<b>6.5</b>
Maximum of Publications per day		1	2	4	2	
Total Reactions in time period		6	32	32	56	<b>31.5</b>
Maximum of Reactions per day		4	8	10	32	
Total of Comments		0	0	0	2	<b>0.5</b>
Maximum of Comments per day		0	0	0	2	
Shared		0	1	3	0	<b>1</b>
Engagement		6	33	35	58	<b>33</b>
Average Engagement Rate / Post		0.05	0.08	0.06	0.12	<b>0.0775</b>
Average Engagement Rate / Page		0.1	0.55	0.58	0.96	<b>0.5475</b>
<b>TripAdvisor</b>						
Reviews Total	265	265	266	266	267	<b>2</b>
Rating (1-5)	4	4	4	4	4	<b>4</b>
Excellent	56	56	56	56	56	<b>-</b>
Very Good	12	12	12	12	12	<b>-</b>
Average	4	4	4	4	4	<b>-</b>
Poor	1	1	1	1	1	<b>-</b>
Terrible	7	7	7	7	7	<b>-</b>

## XIX

numbers in red	
Top 3 with best indicator numbers	
Top 3 with worst indicator numbers	
Top 5 restaurants with best engagement per post / profile	
on this platform there is a higher number of posts than on the other platform	